

GENERAL MEDIA/MARKETING	PAGE
Advertising Expenditures by Media — Annual	2
Media Costs and Cost per M — 5 Year Trend	2
Population and Households	
Metro Population — Households — EBI	3
U.S. Population and Household Characteristics — 1980	5
U.S. Population Growth 1980 1990 2000	5
Black Population — Top 50 Metro Markets	6
Spanish Households — Top 50 Metro Markets	4
Spanish Household Concentrations by Market	5
TELEVISION	
U.S. TV Ownership and Station Facilities	7
ADI Markets: TV Homes and Multi-Set Ownership	13
Costs: Network TV — 1980 by Quarters	7
Spot TV Cost per Rating Point — 1980	14
Ratings: TV HH and Persons Ratings by Prog. Type	8
Sports Events HH and Persons Ratings	10
Conversion Factors: HH GRPs to Viewer GRPs by Prog. Type and Day Part	9
Sports Events	11
Reach and Frequency	
At Various GRP Levels and Day Parts	12
Weekend Sports Reach in 4 weeks	12
Long Term Reach Indices — 4 to 26 Weeks	12
Seasonal Viewing Patterns: HUT by Day Part	10
HUT by Hour of Day	11
RADIO	
Costs: Network Radio Costs 60' /30'	15
Spot Radio Cost per Rating Point	17
Network Radio Listeners by Day Part	16
MAGAZINES	
Consumer: Reader Characteristics and CPM	18-19
Circulation and Rates	20
Profile of Magazines and Readers	21
City Magazines	21
Industrial-Business-Farm:	
Circulation, Rates and CPM	22-23
NEWSPAPERS	
Daily Newspapers:	
Major Daily and Sunday Editions in Top 20 Markets	25
Cumulative Circulation and Rates of Leading Dailies	26
Reach Estimator: 2 Newspapers	24
2 to 5 Issue Reach	24
National Newspapers — Circulation and Rates	24
Sunday Supplements — Circulation and Rates	26
— Reader Demographics	26
Sunday Comics — Circulation and Rates	27
— Demographic Composition	27
OUTDOOR	
Costs: by #25, #50 and #100 Showings	28
8-Sheet Costs per Month, #50 and #100 Showing	27
Reach Estimates by Sex/Age and Showing	28
TELEPHONE DIRECTORY ADVERTISING	
Costs — by Type of Listing and Market Groups	29
Yellow Pages User Demographics	29
Referrals to Yellow Pages by Product Category	29
GLOSSARY OF BASIC MEDIA TERMS	30-31
ASSOCIATIONS AND INDUSTRY GROUPS	32
CALENDAR — Standard Broadcast 1980 and 1981	33
AYER OFFICES — MEDIA MANAGEMENT	34

GENERAL MEDIA/MARKETING

ESTIMATED ANNUAL U.S. ADVERTISING EXPENDITURES—1978

		Millions of Dollars	%	Percent of		Percent vs. 1977	Change vs. 1973
				Total	National Local		
NEWSPAPERS	Total	\$12,690	100.0	43.6%		+14.0	+64.7
	National	1,810	14.3	6.2	13.4%	+8.0	+57.4
	Local	10,880	85.7	37.4	69.9%	+15.0	+66.0
TELEVISION	Total	\$8,850	100.0	30.4		+16.0	+93.9
	Network	3,910	44.2	13.5	28.9	+13.0	+93.6
	Spot	2,600	29.4	8.9	19.2	+18.0	+78.1
	Local	2,340	26.4	8.0	15.0	+20.0	+115.7
RADIO	Total	\$2,955	100.0	10.2		+12.0	+81.9
	Network	160	5.4	6	1.2	+16.0	+128.6
	Spot	610	20.6	2.1	4.5	+12.0	+60.5
	Local	2,185	73.9	7.5	14.1	+12.0	+86.0
MAGAZINES	Total	\$2,595	100.0	8.9		+20.0	+76.5
	Weeklies	1,165	44.9	4.0	8.6	+29.0	+100.9
	Women's	670	25.8	2.3	5.0	+19.0	+81.1
	Monthlies	760	29.3	2.6	5.6	+10.0	+46.2
BUSINESS PAPERS	Total	\$1,420	100.0	4.9	10.5	+16.0	+66.1
OUTDOOR	Total	\$465	100.0	1.6		+11.0	+50.0
	National	310	66.7	1.1	2.3	+7.0	+55.0
	Local	155	33.3	5	1.0	+21.0	+40.9
FARM PUBL'L	Total	105	100.0	4	8	+14.0	+61.5
PRINT/BROADCAST	Total	29,080	100.0	100.0		+15.3	+75.2
	National	13,520	46.5	100.0		+14.4	+76.3
	Local	15,560	53.5	100.0		+16.0	+74.3
DIRECT MAIL		6,030				+13.0	+68.4
MISCELLANEOUS		8,630				+15.0	+74.0
GRAND TOTAL	Total	\$43,740	100.0			+14.7	+74.0
	National	24,045	55.4			+14.2	+74.0
	Local	19,695	45.0			+15.4	+74.0

Source: McCann Erickson Estimates

MEDIA COSTS, CIRCULATION, COSTS PER M

FIVE YEAR TREND

	1974	1975	1976	1977	1978	1979
CONSUMER MAGAZINE						
Cost (Pg. 4cl)	100	106	107	113	122	132
Circ.	100	100	99	99	99	98
Cost Per M	100	106	108	113	123	134
DAILY NEWSPAPERS						
Cost (1,000 B/W)	100	116	133	147	158	178
Circ.	100	98	98	95	96	96
Milline Rate	100	119	136	155	164	186
SUNDAY SUPPLEMENTS						
Cost (Pg. B/W)	100	121	125	136	148	158
Circ.	100	101	99	102	105	106
Cost Per M	100	120	125	134	141	149
BUSINESS PUBLICATIONS						
Cost (Pg. B/W)	100	109	119	128	141	154
Circ.	100	101	103	102	105	107
Cost Per M	100	108	116	124	134	143
OUTDOOR						
Cost (100 Showing)	100	107	114	130	134	165
Adults Reached	100	100	101	99	102	108
Cost Per M	100	107	113	130	143	152
TV NETWORK*						
Day Cost (30 sec.)	100	116	132	162	174	192
Homes Reached	100	90	97	90	101	92
Cost Per M	100	129	136	180	170	208
Prime Cost (30 sec.)	100	97	121	137	149	183
Homes Reached	100	98	109	104	106	104
Cost Per M	100	99	111	132	141	177
TV SPOT						
Day Cost (30 sec.)	100	102	128	165	169	185
Homes Reached	100	90	96	95	102	108
Cost Per M	100	114	134	175	167	172
Prime Cost (30 sec.)	100	110	132	163	180	194
Homes Reached	100	90	98	97	101	100
Cost Per M	100	111	135	168	178	194
RADIO SPOT**						
Morning Traffic Cost (60 sec.)	100	111	120	138	152	173
Daytime Cost (60 sec.)	100	108	116	135	152	175
Afternoon Traffic Cost (60 sec.)	100	107	113	130	143	164

* Network TV Costs are based on 4th Qtr. of each year
1976-1979 costs are Ayer estimates.

** Radio Listener levels not available for all years.

Source: Compiled by N W Ayer from Standard Media Sources

GENERAL MEDIA/MARKETING

1979 METRO POPULATION—HOUSEHOLDS—EBI

TOTAL U.S. POP'L: 219,768,500

HOUSEHOLDS: 74,949,100

	Total Pop'l (000)	Median Age of Pop'l	Total Hhld's (000)	Median Hhld's EBI*	EBI Rank (1-300)
1 New York	9,386.7	33.1	3,638.6	\$15,609	171
2 Los Angeles-Long Beach	7,112.2	31.1	2,767.4	16,933	113
3 Chicago	7,016.5	29.9	2,422.9	20,101	20
4 Philadelphia	4,792.3	31.5	1,636.9	18,681	50
5 Detroit	4,384.6	29.5	1,477.7	21,600	8
6 Boston-Lowell-Brockton- Lawrence-Haverhill	3,914.6	30.8	1,354.3	18,158	68
7 San Francisco-Oakland	3,217.9	31.7	1,291.2	19,306	31
8 Washington	3,062.4	28.7	1,077.4	21,817	6
9 Dallas-Fort Worth	2,711.1	28.7	953.9	18,567	57
10 Nassau-Suffolk	2,704.4	30.8	830.0	22,330	5
MARKETS 1-10			48,302.7 (22.0%)	17,450.3 (23.3%)	
11 Houston	2,656.9	27.7	925.6	\$19,802	24
12 St. Louis	2,389.7	30.1	805.5	18,185	67
13 Pittsburgh	2,268.7	33.9	805.1	16,981	109
14 Baltimore	2,164.6	30.5	741.2	16,369	133
15 Minneapolis-St. Paul	2,049.7	28.3	705.9	18,822	46
16 Newark, N.J.	1,957.0	32.5	660.8	21,704	7
17 Cleveland	1,942.7	31.3	681.6	19,446	29
18 Anaheim-Santa Ana- Garden Grove	1,875.1	28.6	690.1	20,050	22
19 Atlanta	1,874.9	28.1	639.3	18,270	63
20 San Diego	1,783.0	28.0	667.0	15,341	181
MARKETS 1-20			69,265.0 (31.5%)	24,772.4 (33.1%)	
21 Denver	1,520.4	28.7	551.3	\$17,952	77
22 Seattle-Everett	1,474.8	30.3	559.7	19,031	38
23 Miami	1,474.1	35.6	559.4	15,195	188
24 Tampa-St. Petersburg	1,439.9	41.4	603.1	11,768	293
25 Milwaukee	1,414.1	30.2	489.5	19,488	28
26 Riverside-San Bernardino- Ontario	1,380.9	30.3	510.5	15,073	195
27 Cincinnati	1,377.0	29.9	476.9	17,827	83
28 Phoenix	1,340.2	29.7	472.6	16,647	118
29 Kansas City	1,299.7	29.9	479.9	18,650	52
30 Buffalo	1,294.1	31.4	461.7	15,947	154
MARKETS 1-30			83,280.2 (37.9%)	29,937.0 (39.9%)	
31 San Jose	1,247.5	28.4	441.7	\$22,738	4
32 Indianapolis	1,162.8	29.2	399.9	18,581	53
33 Portland, Ore.	1,156.2	30.7	432.6	17,241	106
34 New Orleans	1,152.2	28.3	396.4	16,943	112
35 Columbus, Ohio	1,105.3	28.0	384.5	17,546	94
36 Hartford-New Britain-Bristol	1,058.2	31.0	366.1	19,142	36
37 San Antonio	1,021.4	26.7	322.2	15,262	184
38 Rochester, N.Y.	973.7	29.9	343.6	18,524	58
39 Sacramento	958.7	29.3	351.0	17,248	105
40 Fort Lauderdale-Hollywood	906.2	39.5	366.7	15,053	197
MARKETS 1-40			94,022.4 (42.8%)	33,741.7 (45.0%)	
41 Memphis	900.9	27.7	294.6	\$15,709	164
42 Louisville	894.2	29.4	306.9	17,975	75
43 Salt Lake City-Ogden	851.7	25.0	262.7	17,476	99
44 Providence-Warwick-Pawtucket	851.2	32.3	294.1	16,544	119
45 Dayton	835.1	29.2	288.2	18,576	55
46 Bridgeport-Stamford- Norwalk-Danbury	821.9	33.0	285.7	22,852	3
47 Birmingham	820.8	30.9	287.0	15,452	175
48 Norfolk-Virginia Beach- Portsmouth	814.6	26.1	255.4	15,192	189
49 Oklahoma City	799.8	28.3	292.7	16,102	144
50 Nashville-Davidson	796.6	29.7	278.6	15,991	151
MARKETS 1-50			102,409.2 (46.6%)	36,587.6 (48.8%)	
MARKETS 1-100			129,426.4 (58.9%)	45,847.5 (61.2%)	
MARKETS 1-150			144,344.7 (65.7%)	50,974.8 (68.0%)	
MARKETS 1-200			153,814.2 (70.0%)	54,245.0 (72.4%)	
MARKETS 1-250			160,252.9 (72.9%)	56,499.0 (75.4%)	
MARKETS 1-300			164,714.6 (75.0%)	57,961.0 (77.3%)	

*Effective Buying Income, as developed by Sales & Marketing, indicates the general ability to buy. It is all personal income less personal taxes and non-tax payments fees, contribution for social insurance.

Source: 1979 S&MM Survey of Buying Power.

Spanish Households—Top 50 Metro Markets*
 (Jan. 1979-MSI*)

	Spanish Households	% Total Spanish Households	% Total Metro Households
Total U.S.:	3,383,400	100.0%	
Rank Metro Markets*			
1 New York, NY	613,000	18.1%	10.8%
2 Los Angeles, CA	448,800	13.3	13.1
3 Miami, FL	153,300	4.5	27.3
4 San Antonio, TX	125,000	3.7	39.9
5 Chicago, IL	124,500	3.7	4.7
6 San Francisco, CA	101,000	3.0	7.9
7 McAllen-Brownsville, TX	88,600	2.6	72.9
8 Houston, TX	78,600	2.3	8.2
9 El Paso, TX	72,500	2.2	54.8
10 San Diego, CA	59,000	1.7	9.1
MARKETS 1-10	1,864,300	55.1%	
11 Albuquerque, NM	49,400	1.5%	34.4%
12 Phoenix, AZ	43,200	1.3	9.5
13 Dallas-Ft. Worth, TX	42,300	1.3	4.6
14 Denver, CO	38,200	1.1	7.0
15 Sacramento-Stockton, CA	37,600	1.1	8.4
16 Corpus Christi, TX	36,100	1.1	37.7
17 Tampa-St. Petersburg, FL	32,200	1.0	5.3
18 Tucson, AZ	30,700	0.9	17.6
19 Fresno, CA	29,600	0.9	18.3
20 Philadelphia, PA	29,000	0.9	1.8
MARKETS 1-20	2,232,600	66.2%	
21 Washington, D.C.	27,200	0.8%	2.5%
22 Austin, TX	20,300	0.6	12.5
23 Detroit, MI	18,900	0.6	1.3
24 New Orleans, LA	16,900	0.5	4.3
25 Boston, MA	16,300	0.5	1.4
26 Colorado Springs-Pueblo, CO	14,900	0.4	10.5
27 Seattle-Tacoma, WA	13,200	0.4	1.9
28 Bakersfield, CA	12,800	0.4	12.3
29 Hartford-New Haven, CT	12,700	0.4	2.3
30 Salinas-Monterey, CA	12,700	0.4	14.9
MARKETS 1-30	2,398,500	71.2%	
31 Salt Lake City, UT	11,400	0.3%	4.4%
32 Cleveland, OH	9,700	0.3	1.3
33 Lubbock, TX	8,900	0.3	12.3
34 Kansas City, MO	8,300	0.3	1.7
35 St. Louis, MO	7,300	0.2	0.9
36 Baltimore, MD	7,100	0.2	0.9
37 Odessa-Midland, TX	6,800	0.2	10.1
38 Milwaukee, WI	6,800	0.2	1.4
39 Waco-Temple, TX	6,800	0.2	5.5
40 Las Vegas, NV	6,600	0.2	5.0
MARKETS 1-40	2,478,200	73.6%	
41 West Palm Beach, FL	6,600	0.2%	3.4%
42 Orlando-Daytona Beach, FL	6,100	0.2	1.5
43 Atlanta, GA	5,700	0.2	0.9
44 Minneapolis-St. Paul, MN	5,600	0.2	0.8
45 Flint-Saginaw-Bay City, MI	5,500	0.2	1.0
46 Portland, OR	5,500	0.2	1.3
47 Buffalo, NY	5,000	0.2	1.1
48 Yakima, WA	4,700	0.1	8.0
49 Oklahoma, OK	4,400	0.1	1.5
50 Rochester, NY	4,200	0.1	1.3
MARKETS 1-50	2,531,500	75.3%	
MARKETS 1-75	2,606,000	77.0%	
MARKETS 1-100	2,641,600	78.1%	

* Based on Arbitron's definition of a Metropolitan Area.

Source: Market Service Inc.

Metros with 10% + Spanish Household Concentration*
 (Jan. 1979-MSI)

	Spanish Households	% Total Metro Households	% Total Spanish Households	Rank
Total U.S.:	3,383,400		100.0%	
Rank Metro Markets*				
1 McAllen-Brownsville, TX	86,600	72.9%	2.6%	7
2 El Paso, TX	72,500	54.8	2.2	9
3 San Antonio, TX	125,000	39.9	3.7	4
4 Corpus Christi, TX	36,100	37.7	1.1	18
5 Albuquerque, NM	49,400	34.4	1.5	11
6 Miami, FL	153,300	27.3	4.5	3
7 Fresno, CA	29,600	18.3	0.9	19
8 Tucson, AZ	30,700	17.6	0.9	18
9 Salinas-Monterey, CA	12,700	14.9	0.4	30
10 Los Angeles, CA	448,800	13.1	13.3	2
11 Austin, TX	20,300	12.5	0.6	22
12 Bakersfield, CA	12,800	12.3	0.4	28
13 Lubbock, TX	8,900	12.3	0.3	33
14 New York, NY	613,000	10.8	18.1	1
15 Colorado Springs-Pueblo, CO	14,900	10.5	0.4	26
16 Odessa-Midland, TX	6,800	10.1	0.2	37

* Based on Arbitron's definition of a Metropolitan Area.

Source: Market Service Inc.

US POPULATION AND HOUSEHOLD CHARACTERISTICS

January 1980									
	'000	Comp.	Vs. Year Ago		'000	Comp.	Vs. Year Ago		
Total Persons (2 yrs. +)	209,690	—	+ 9%	Children	32,200	100%	+ 2.6%		
Adults	154,500	100%	+ 2.5	2-5	12,110	38	- 6		
Women	81,290	53	+ 2.5	6-11	20,090	62	- 3.8		
Men	73,210	47	+ 2.5						
Women 18 +	81,290	100%	+ 2.5%	HOUSEHOLD CHARACTERISTICS					
15-24	20,260	25	- 2	Total HH	77,900	100%	+ 2.2%		
15-24	14,260	18	+ 8	HH Income (in 1978)					
18-34	32,030	39	+ 3.2	\$20,000 +	27,730	36	+ 22.6%		
18-49	50,540	62	+ 2.9	\$15,000 +	39,800	51	+ 15.2		
25-54	42,270	52	+ 2.9	\$10,15,000	12,390	16	- 9.4		
55-64	11,010	14	+ 2.4	Under \$10,000	25,710	33	- 8.2		
55 +	24,760	30	+ 2.7						
Working Women	30,630	38%	+ 5.0%	HH Size					
18-49	23,690	29	+ 5.6	1-2 Pers.	41,440	53	+ 3.2%		
35 +	15,550	19	+ 3.5	3-4	25,850	33	+ 3.1		
				5 +	10,610	14	- 4.4		
Men 18 +	73,210	100%	+ 2.6%	Education: Head of House					
15-24	19,840	27	- 1.3	0-8 yrs. Grade Sch.	14,650	19	- 2.9%		
15-24	13,640	19	+ 1.1	1-3 High Sch.	11,140	14	- 0		
18-34	30,740	42	+ 3.2	4 yrs. High Sch.	26,020	33	+ 2.4		
18-49	48,190	66	+ 2.8	1 + yrs. College	26,090	34	+ 6.0		
25-54	40,110	55	+ 2.8	1-3 yrs. College	12,070	16	+ 5.3		
55-64	9,830	13	+ 2.5	4 + yrs. College	14,020	18	+ 6.6		
55 +	19,460	27	+ 3.0						
Teens	22,990	100%	+ 4.6%						
Female	11,290	49	+ 4.7						
Male	11,700	51	+ 4.4						

Source: Nielsen

U.S. POPULATION GROWTH TO YEAR 2000

(Assumes fertility rate of 1.7*)

	1980		1990		2000	
	'000	% POP'L	'000	% POP'L	'000	% POP'L
Total U.S.	229,732	100.0%	236,264	100.0%	245,876	100.0%
Males	107,491	48.7	114,775	48.6	119,162	48.5
Females	113,241	51.3	121,489	51.4	126,714	51.5
Age						
Under 5	14,593	6.6%	16,211	6.9%	14,158	5.8%
5-13	30,197	13.7	28,546	12.1	28,915	11.8
14-17	15,763	7.1	12,771	5.4	13,831	5.6
18-24	29,462	13.3	25,148	10.6	22,225	9.0
25-34	36,172	16.4	41,086	17.4	34,450	14.0
35-44	25,721	11.7	36,592	15.5	41,344	16.8
45-54	22,698	10.3	25,311	10.7	35,875	14.6
55-64	21,198	9.6	20,776	8.8	23,257	9.5
65 +	24,927	11.3	29,824	12.6	31,822	12.9
Median Age						
Total	30.4 years		33.7 years	+ 10.9%	37.3 years	+ 10.7%
Male	29.2		32.3	+ 10.6	36.0	+ 11.5
Female	31.7		34.8	+ 9.6	38.5	+ 10.6

* Average number of lifetime birth's per woman

Source: U.S. Dept. of Commerce

BLACK POPULATION—JANUARY 1979

	Black Pop'l	% Tot. Black Pop'l	% Tot. U.S. Pop'l
Total U.S. (Jan. 1977)	25,797,592	100.0%	11.7%
RANK METRO MARKETS			% Tot. Metro Pop'l
1 New York, N.Y.	2,289,300	8.9%	24.4%
2 Chicago, Ill.	1,608,300	6.2	22.9
3 Los Angeles-L. Beach, Ca.	1,087,300	4.2	15.3
4 Philadelphia, Pa.	1,052,000	4.1	22.0
5 Detroit, Mich.	817,400	3.2	18.6
6 Washington, D.C.	772,200	3.0	25.2
7 Baltimore, Md.	578,200	2.2	26.7
8 Newark, N.J.	512,000	2.0	26.2
9 Houston, Tx.	505,900	2.0	19.0
10 San Francisco-Oakland, Ca.	445,400	1.7	13.8
MARKETS 1-10	9,668,000	37.5%	
11 St. Louis, Mo.	426,200	1.7%	17.8%
12 Atlanta, Ga.	395,600	1.5	21.1
13 Cleveland, Ohio	392,700	1.5	20.2
14 New Orleans, La.	392,500	1.5	34.1
15 Dallas-Fort Worth, Tx.	389,000	1.5	14.4
16 Memphis, Tn.	314,800	1.2	34.9
17 Boston (MSA)	232,400	.9	6.0
18 Miami, Fla.	229,600	.9	15.6
19 Norfolk-Virginia Beach-Portsmouth, Va.	202,300	.8	24.8
20 Birmingham, Al.	196,200	.8	23.9
MARKETS 1-20	12,839,300	49.8%	
21 Kansas City, Mo.	187,800	.7%	14.5%
22 Pittsburgh, Pa.	175,400	.7	7.7
23 Milwaukee, Wi.	167,500	.7	11.8
24 Cincinnati, Oh.	164,000	.6	11.9
25 Indianapolis, In.	163,500	.6	14.1
26 Nassau-Suffolk	157,800	.6	5.8
27 Jacksonville, Fla.	143,200	.6	20.0
28 Richmond, Va.	142,900	.6	23.2
29 Gary-Hammond-East Chicago	141,100	.6	21.9
30 Buffalo	140,500	.5	10.9
MARKETS 1-30	14,423,000	56.0%	
31 Tampa-St. Petersburg	138,400	.5%	9.6%
32 Greensboro-Winston-Salem-High Point	137,100	.5	17.4
33 Mobile	127,700	.5	29.2
34 Columbus, Ohio	123,500	.5	11.2
35 Nashville-Davidson	119,800	.5	15.0
36 Charlotte-Gastonia	115,500	.5	18.9
37 Shreveport	111,200	.4	30.7
38 Louisville	110,600	.4	12.4
39 Raleigh-Durham	108,700	.4	21.6
40 Dayton, O.	106,300	.4	12.7
MARKETS 1-40	15,621,800	60.6%	
41 Baton Rouge	103,400	.4	23.0
42 Jackson, Miss.	102,100	.4	33.6
43 Fort Lauderdale-Hollywood, Ca.	92,900	.4	10.3
44 San Diego	92,600	.4	5.2
45 Rochester, N.Y.	90,400	.4	9.3
46 Jersey City, N.J.	88,200	.3	15.8
47 Columbia, S.C.	87,400	.3	22.6
48 Charleston-North Charleston, S.C.	86,900	.3	22.1
49 Greenville-Spartanburg, S.C.	85,900	.3	15.9
50 New Haven-Waterbury-Meriden	84,700	.3	11.1
MARKETS 1-50	16,536,300	64.1%	
MARKETS 1-75	18,308,500	71.0%	
MARKETS 1-100	19,309,000	74.9%	

Source: SRDS

U.S. TELEVISION STATISTICS

TV SET OWNERSHIP (Nielsen Est. as of Jan. 1980)		STATION FACILITIES (FCC as of Sept. 30, 1979)	
Total TV Homes	76,300,000	100%	Licensed + Operating
			738
		Commercial TV	517
		VHF	221
		UHF	264
Homes With:		Educational TV	105
Color TV Sets	63,350,000	VHF	159
B&W Only	12,950,000	UHF	1,002
2 or More Sets	38,260,000		
Cine Set	38,040,000		
(Nielsen Est. as of Jan. 1980)			
CATV	13,988,330 (100%)	18%	

Source: Nielsen, FCC

County Size A	2,487,160 (18%)	*8%
B	4,135,150 (29%)	19%
C	4,874,440 (35%)	35%
D	2,491,580 (18%)	22%

*CATV Penetration in each County Size

1980 NETWORK TV COST ESTIMATES—30 SECOND ANNOUNCEMENTS

	1979	1980			
	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.
Primetime*					
C/30 Sec.	\$71.199	\$60.050	\$70.330	\$61.040	\$79.743
Avg. Rtg.	18.2	18.6	15.6	14.7	18.2
Homes (000)	13,830	14,130	11,840	11,200	14,030
C/Rating Point	\$3.912	\$3.228	\$4.508	\$4.152	\$4.381
Daytime*					
C/30 Sec.	\$10.160	\$11.979	\$12.000	\$10.500	\$12.298
Avg. Rtg.	6.3	7.3	5.8	6.2	6.3
Homes (000)	4,710	5,370	4,410	4,710	4,860
C/Rating Point	\$1.613	\$1.641	\$2.070	\$1.693	\$1.952
Early Evening News (M-F)*					
C/30 Sec.	\$36.000	\$33.340	\$35.000	\$27.000	\$41.400
Avg. Rtg.	12.0	13.5	11.0	10.0	12.0
Homes (000)	9,120	10,260	8,360	7,600	9,250
C/Rating Point	\$3.000	\$2.470	\$3.180	\$2.700	\$3.450
Early Morning (ABC/NBC)					
C/30 Sec.	\$7.900	\$6.600	\$7.850	\$6.525	\$8.690
Avg. Rtg.	4.2	4.5	4.2	3.5	4.2
Homes (000)	3,190	3,420	3,190	2,660	3,240
C/Rating Point	\$1.881	\$1.467	\$1.865	\$1.864	\$2.069
Late Fringe (NBC)					
C/30 Sec.	\$27.000	\$20.000	\$27.000	\$25.000	\$30.000
Avg. Rtg.	7.5	7.3	7.5	7.4	7.5
Homes (000)	5,700	5,550	5,700	5,620	5,780
C/Rating Point	\$3.600	\$2.740	\$3.600	\$3.378	\$4.000
Late Fringe I (ABC/CBS)**					
C/30 Sec.	\$24.000	\$18.480	\$22.440	\$20.770	\$26.880
Avg. Rtg.	6.5	7.0	6.6	6.7	6.5
Homes (000)	4,940	5,340	5,030	5,110	5,010
C/Rating Point	\$3.692	\$2.640	\$3.400	\$3.100	\$4.135
Late Fringe II (ABC/CBS)**					
C/30 Sec.	\$11.000	\$8.700	\$10.620	\$9.660	\$12.320
Avg. Rtg.	4.6	4.7	4.5	4.6	4.6
Homes (000)	3,510	3,590	3,430	3,510	3,550
C/Rating Point	\$2.391	\$1.850	\$2.360	\$2.100	\$2.678

*Costs reflect an average of all three Networks with complete quarterly activity.

**Fringe I: Approx. 11:30P-12:45A

Fringe II: Approx. 12:45A-Conclusion

Source: Ayer Estimates (Nov. 79)

TV HOUSEHOLD AND PERSONS RATING

PROGRAM TYPE:	Rating	TV HOUSEHOLDS		Total	MEN RATINGS						Teens	
		'000	Adults		18+	18-34	18-49	25-49	25-64	12-17		
MORNING M-F												
Today	7:30-8:00 AM	5.0	3,730	3.0	2.2	1.2	1.3	1.3	1.8	0.6		
	8:30-9:00 AM	5.4	4,020	3.6	2.6	1.3	1.7	1.7	2.0	0.7		
CBS News	7:30-8:00 AM	2.6	1,940	1.4	1.2	0.6	0.8	1.0	1.3	1.0		
Good Morn. Amer.	7:30-8:00 AM	3.7	2,760	2.0	1.1	0.5	0.8	0.9	1.1	0.7		
	8:30-9:00 AM	5.1	3,800	2.9	1.8	0.8	1.2	1.4	1.7	0.6		
DAYTIME M-F												
Drama		8.5	6,340	4.8	1.8	1.2	1.2	1.2	1.5	2.2		
Quiz & Aud. Part		6.2	4,590	3.6	2.2	1.3	1.3	1.2	1.7	1.4		
Situation Comedy		7.0	5,250	3.6	2.6	2.6	2.4	1.8	1.9	3.9		
All 10:00 AM-4:30 PM		7.6	5,650	4.3	2.0	1.4	1.4	1.3	1.6	2.1		
EARLY FRINGE M-F												
Informational	6:00-7:00 PM	14.4	10,700	10.2	9.7	5.8	6.8	7.5	9.3	3.6		
EVENING (MONDAY-SUNDAY)												
General Drama		16.6	12,340	12.3	11.3	9.1	9.9	10.8	11.9	8.1		
Suspense & Mystery		19.9	14,830	14.8	13.7	11.0	11.8	12.6	14.3	12.0		
Situation Comedy		22.4	16,720	16.0	13.9	13.6	13.7	14.2	14.3	16.9		
Adventure		19.1	14,210	13.7	13.4	11.7	12.8	13.1	13.9	13.6		
Feature Films		19.6	14,570	14.8	13.1	12.0	12.3	12.7	13.4	10.1		
All 7:00-11:00 PM		19.3	14,370	14.3	13.2	11.9	12.3	12.9	13.7	11.7		
LATE FRINGE M-F												
Tonight (NBC)		7.7	5,740	5.1	4.5	4.1	4.4	4.7	4.8	1.3		
Tomorrow (NBC)		2.6	1,940	1.4	1.2	1.3	1.3	1.4	1.2	LT		
Late Movies (CBS)		7.8	5,810	5.2	5.1	4.9	5.2	5.0	5.3	2.3		
Saturday Night (NBC)		14.7	10,950	9.8	10.2	15.0	12.7	12.0	10.3	10.7		
Sunday Night Late Movie (NBC)		3.3	2,460	1.8	2.1	2.5	2.5	2.2	2.2	2.3		
All 11:30 PM-1:00 AM (3 Net)		6.6	4,950	4.3	4.0	4.0	4.2	4.1	4.1	1.8		

LT. Less than 50,000 Projected Persons
Source: Nielsen February 1979

PROGRAM TYPE:	Working Women	WOMEN RATINGS								Children	
		18+	15-24	18-34	18-49	25-49	25-64	6-11			
MORNING M-F											
Today	7:30-8:00 AM	2.3	3.8	1.0	1.8	2.3	2.7	3.7	0.6		
	8:30-9:00 AM	2.9	4.4	1.5	1.7	2.7	3.1	4.2	0.4		
CBS News	7:30-8:00 AM	1.3	1.6	0.6	1.3	1.5	1.8	1.7	1.7		
Good Morn. Amer.	7:30-8:00 AM	2.2	2.9	1.5	2.1	2.5	2.7	3.2	0.7		
	8:30-9:00 AM	2.2	4.0	2.1	2.8	3.3	3.6	4.2	0.5		
DAYTIME M-F											
Drama		3.3	7.4	6.1	7.2	6.9	6.8	7.0	1.3		
Quiz & Aud. Part		2.0	4.7	2.9	3.4	3.4	3.4	4.1	1.6		
Situation Comedy		2.1	4.5	4.9	4.7	4.5	4.1	4.3	3.6		
All 10:00 AM-4:30 PM		2.8	6.3	5.0	5.7	5.6	5.4	5.8	1.6		
EARLY FRINGE M-F											
Informational	6:00-7:00 PM	8.4	10.6	4.5	6.3	7.3	8.0	10.2	4.6		
EVENING (MONDAY-SUNDAY)											
General Drama		12.4	13.2	8.8	11.2	12.1	12.9	13.7	8.2		
Suspense & Mystery		14.6	15.8	12.7	13.5	15.0	15.6	16.2	11.5		
Situation Comedy		17.4	17.8	17.0	18.0	18.4	18.5	18.1	21.6		
Adventure		13.4	13.9	12.0	13.0	13.5	13.9	14.4	19.5		
Feature Films		14.4	16.3	12.6	15.2	16.0	16.8	16.8	9.2		
All 7:00-11:00 PM		14.6	15.3	12.3	14.2	14.9	15.5	15.8	12.9		
LATE FRINGE M-F											
Tonight (NBC)		5.2	5.7	3.1	4.7	5.2	5.6	6.0	LT		
Tomorrow (NBC)		1.3	1.6	LT	1.0	1.1	1.3	1.7	LT		
Late Movies (CBS)		5.1	5.4	3.8	5.2	5.7	6.0	5.9	0.4		
Saturday Night (NBC)		11.3	9.4	14.5	15.3	12.3	10.8	8.9	4.1		
Sunday Night Late Movie		1.7	1.6	1.9	1.9	1.8	1.6	1.7	1.0		
All 11:30 PM-1:00 AM (3 Net)		4.3	4.7	3.2	4.2	4.7	5.1	5.1	0.3		

LT. Less than 50,000 Projected Persons
Source: Nielsen Feb. '79

FACTORS FOR CONVERTING TV HOME RATINGS TO MEN VIEWER RATINGS

PROGRAM TYPE:	Base:	TV HH GRP's	Total Adults	Men Conversion Factor						Teens	
				18+	18-34	18-49	25-49	25-64	12-17		
MORNING M-F											
Today	7:30-8:00AM	100	60	44	24	26	26	36	12		
	8:30-9:00AM	100	67	48	24	31	31	37	13		
CBS News	7:30-8:00AM	100	54	46	23	31	38	50	38		
Good Morn. Ame.	7:30-8:00AM	100	54	30	14	22	24	30	19		
	8:30-9:00AM	100	57	35	16	24	27	33	12		
DAYTIME M-F											
Drama		100	56	21	14	14	14	18	26		
Quiz & Aud Part		100	58	35	21	21	19	27	23		
Situation Comedy		100	51	37	40	34	26	27	56		
All 10:00AM-4:30PM		100	57	26	18	18	17	21	28		
EARLY FRINGE M-F											
Informational	6:00-7:00PM	100	71	67	40	47	52	65	25		
EVENING (MONDAY-SUNDAY)											
General Drama		100	74	68	55	60	65	72	49		
Suspense & Mystery		100	74	69	55	59	63	72	60		
Situation Comedy		100	71	62	61	61	63	64	75		
Adventure		100	72	70	61	67	69	73	71		
Feature Films		100	76	67	61	63	65	68	52		
All 7:00-11:00PM		100	74	68	62	64	67	71	61		
LATE FRINGE M-F											
Tonight (NBC)		100	66	58	53	57	61	62	17		
Tomorrow (NBC)		100	54	46	50	50	54	46	12		
Late Movie (CBS)		100	67	65	63	67	64	68	29		
Saturday Night (NBC)		100	67	69	102	86	82	70	73		
Sunday Late Night Movie		100	55	64	76	76	67	67	70		
All 11:30PM-1:00AM (3 Net)		100	65	61	61	64	62	62	27		

FACTORS FOR CONVERTING TV HOME RATINGS TO WOMEN VIEWER RATINGS

PROGRAM TYPE:	Base:	TV HH GRP's	Working Women	Woman Conversion Factor						Children	
				18+	15-24	18-34	18-49	25-49	25-64	6-11	
MORNING M-F											
Today	7:30-8:00AM	100	46	76	20	36	46	54	74	12	
	8:30-9:00AM	100	54	81	28	31	50	57	78	7	
CBS News	7:30-8:00AM	100	50	62	23	50	58	69	65	65	
Good Morn. Ame.	7:30-8:00AM	100	59	78	41	57	68	73	86	19	
	8:30-9:00AM	100	43	78	41	55	65	71	82	10	
DAYTIME M-F											
Drama		100	39	87	72	85	81	80	82	15	
Quiz & Aud Part		100	32	76	47	55	55	55	66	26	
Situation Comedy		100	30	64	70	67	64	59	61	51	
All 10:00AM-4:30PM		100	37	83	66	75	74	71	76	21	
EARLY FRINGE M-F											
Informational	6:00-7:00PM	100	58	74	31	44	51	56	71	32	
EVENING (MONDAY-SUNDAY)											
General Drama		100	75	80	53	67	73	78	83	49	
Suspense & Mystery		100	73	79	64	68	75	78	81	58	
Situation Comedy		100	78	79	76	80	82	83	81	96	
Adventure		100	70	73	63	68	71	73	75	102	
Feature Films		100	73	83	64	78	82	86	86	47	
All 7:00-11:00PM		100	76	79	64	74	77	80	82	67	
LATE FRINGE M-F											
Tonight (NBC)		100	68	74	40	61	68	73	78	4	
Tomorrow (NBC)		100	50	62	12	38	42	50	65	12	
Late Movie (CBS)		100	65	89	49	67	73	77	76	5	
Saturday Night (NBC)		100	77	84	99	104	84	73	61	28	
Sunday Late Night Movie		100	52	48	58	58	55	55	52	30	
All 11:30PM-1:00AM (3 Net)		100	65	71	48	64	71	77	77	5	

SPORTS EVENTS—TV HOUSEHOLD AND PERSONS RATINGS

SPORTS EVENTS — TV HOUSEHOLDS AND MEN RATING											TOTAL TEENS		
	TV HOUSEHOLDS				MEN RATING				WOMEN RATING				TOTAL TEENS
	Rating	'000	Total	18-34	18-49	25-54	Total	18-34	18-49	25-54	12-17		
FOOTBALL													
NFL Superbowl	47.1	35,090	48.5	46.3	49.4	52.8	30.1	26.8	29.7	31.5	37.5		
NFL Pro Bowl	15.7	11,700	14.1	14.6	14.7	15.3	7.3	6.5	7.0	7.3	9.2		
ABC — NFL	19.8	14,930	18.9	18.0	19.0	20.9	8.5	8.0	9.0	9.7	8.9		
CBS — NFL	15.3	11,380	14.6	13.7	14.3	15.6	6.1	5.2	5.9	6.4	6.8		
NBC — NFL	13.7	10,200	13.0	11.8	12.4	13.1	5.6	4.7	5.2	5.9	5.8		
NFC Championship	36.7	27,340	37.5	36.4	36.7	37.5	21.5	23.9	23.3	22.2	19.8		
AFC Championship	32.6	24,290	33.4	31.3	32.5	34.0	14.8	14.6	14.3	14.4	15.2		
College Bowl Games	17.0	12,680	17.9	17.3	17.0	17.8	8.4	6.7	7.6	8.7	9.0		
College All Star Games	9.5	7,040	8.1	6.0	6.3	6.4	5.0	3.9	4.7	5.2	5.8		
NCAA Reg. Season	12.1	9,010	11.3	9.7	9.8	10.8	4.6	3.6	4.0	4.5	4.0		
BASEBALL													
World Series	32.8	24,450	30.3	24.8	26.2	28.4	20.8	13.9	16.7	19.5	15.1		
All Star Game	26.1	19,030	23.6	19.0	19.0	20.5	15.9	13.7	15.1	15.7	16.1		
Total Playoffs	18.4	13,680	14.7	9.2	10.6	14.0	10.0	7.1	8.4	9.6	6.6		
Regular Season — (Mon-Eve)	13.0	9,500	11.5	9.3	9.8	10.6	7.0	4.8	6.2	7.2	8.1		
(Sat-Day)	7.2	5,270	6.1	4.6	4.4	4.7	3.0	1.6	2.0	2.1	3.1		
HORSE RACING													
Kentucky Derby	16.0	11,920	13.2	7.8	9.9	11.0	10.7	5.7	7.3	10.0	9.8		
Preakness	11.3	8,420	9.6	6.5	7.2	8.0	7.4	4.4	5.8	6.6	1.0		
BASKETBALL													
NBA All Star Game	7.8	5,810	7.7	6.3	7.8	8.8	3.2	2.8	3.1	3.1	3.7		
NBA Regular Season	5.6	4,160	4.8	4.5	4.2	4.5	2.5	2.2	2.1	2.3	2.7		
NBA Playoffs	5.7	4,230	4.7	5.4	5.0	5.3	2.6	2.3	2.6	2.7	2.3		
NBA Championship	6.5	4,840	5.1	4.4	4.8	5.8	2.6	1.7	2.2	2.6	3.3		
NCAA Championship	24.1	17,950	24.6	25.8	26.0	28.0	15.0	14.2	14.8	16.4	17.7		
NCAA Regular Season	6.2	4,610	5.5	5.1	5.0	5.5	2.8	2.6	2.4	2.6	2.8		
BOWLING													
Pro Tour (PBA)	8.8	6,680	6.5	4.5	5.2	5.9	5.1	3.1	4.0	4.7	4.0		
Grand Prix	5.8	4,320	3.5	3.0	1.4	2.5	4.2	2.0	2.6	2.8	4.0		
AUTO RACING													
Grand Prix	8.6	6,370	7.7	6.6	7.6	7.8	4.7	4.5	4.8	5.1	4.7		
GOLF													
Grand Prix	5.8	4,360	4.7	3.0	3.3	4.2	3.3	2.2	2.4	2.9	2.6		
BOXING													
World Invitational Tournaments	11.2	8,340	10.3	9.8	9.8	10.5	6.1	6.2	6.4	6.6	5.9		
TENNIS													
World Invitational Tournaments	2.2	1,570	1.3	1.2	1.2	1.2	1.4	1.4	1.3	1.4	1.5		
	4.9	3,700	3.7	3.3	3.4	3.8	3.0	3.3	3.2	3.2	3.2		
MULTI-SPORTS SERIES													
ABC Wide World of Sports — Sunday	11.8	8,660	10.0	9.7	10.4	10.6	6.4	6.3	6.6	7.1	8.1		
— Saturday	9.6	7,000	7.5	7.4	7.4	8.3	4.8	4.7	4.9	5.2	5.8		
American Sportsman	5.4	4,000	4.1	3.6	3.8	4.0	2.1	1.8	2.2	2.5	3.1		
CBS Sports Spectacular	6.0	4,380	5.9	4.5	4.0	4.2	4.5	2.9	2.6	2.8	3.3		

Source: Nielsen 1978-1979

SPORTS EVENTS—FACTORS FOR CONVERTING TV HOME RATINGS TO MEN/WOMEN VIEWER RATINGS

BASE: TV HH Total	Men				Women				Total Teens 12-17	
	GRP's				GRP's					
	18 +	18-34	18-49	25-54	18 +	18-34	18-49	25-54		
Football										
NFL Superbowl	100	103	98	105	112	64	57	63	67	80
NFL Pro Bowl	100	90	93	94	97	46	41	45	46	59
ABC-NFL	100	95	91	96	106	43	40	45	49	45
CBS-NFL	100	95	90	93	102	40	34	39	42	44
NBC-NFL	100	95	86	91	96	41	34	38	43	42
NFC Championship	100	102	99	100	102	59	65	63	60	54
AFC Championship	100	102	96	100	104	45	45	44	44	47
College Bowl Games	100	105	102	100	105	49	39	45	51	53
College All Star Games	100	85	63	66	67	53	41	49	55	61
NCAA Reg. Season	100	93	80	81	89	38	30	33	37	33
Baseball										
World Series	100	92	76	80	87	63	42	51	59	46
All Star Game	100	90	73	73	79	61	52	58	60	62
Total Playoffs	100	80	50	58	76	54	39	46	52	36
Regular Season (Mon. Eve.)	100	88	72	75	82	54	37	48	55	62
(Sat. Day)	100	85	64	61	65	42	22	28	29	43
Horse Racing										
Kentucky Derby	100	83	49	62	69	67	36	46	60	61
Preakness	100	85	58	64	71	65	39	51	58	9
Basketball										
NBA All Star Game	100	99	106	100	113	41	36	40	40	47
NBA Regular Season	100	86	80	75	80	46	39	38	41	48
NBA Playoffs	100	82	95	88	93	46	40	46	47	40
NBA Championship	100	78	68	74	89	40	26	34	40	51
NCAA Championship	100	102	107	108	116	62	59	61	68	73
NCAA Regular Season	100	89	82	81	89	45	42	39	42	45
Bowling										
Pro Tour (PBA)	100	74	51	59	67	58	35	45	53	51
Grand Prix	100	60	52	24	43	72	34	45	48	69
Auto Racing										
Grand Prix	100	90	77	88	92	55	52	56	59	55
Golf										
World Invitational	100	81	52	57	72	57	38	41	50	45
Boxing										
World Invitational	100	92	88	88	94	54	55	57	59	53
Tennis										
World Invitational	100	59	55	55	55	64	64	59	64	68
Tournaments	100	76	67	69	78	61	67	65	65	65
Multi-Sports Series										
ABC Wide World of Sports	100	86	84	90	91	55	54	57	61	70
-Sunday	100	78	77	77	86	50	49	51	54	60
-Saturday	100	76	67	70	74	39	33	41	46	57
American Sportsman	100	98	75	67	70	75	48	43	47	55
CBS Sports Spectacular	100	96	75	67	70	75	48	43	47	55

Source: Nielsen 1978-1979

SEASONAL PATTERN IN HOMES TUNED TO TV

	Daytime (MF)		Early Fringe (MF)		Prime (M-S)		Late Fringe (MF)			
	(10A-4:30P)		(6-7:30P)		(8-11P)		(11-11:30P)		(11:30P-1A)	
	HUT*	Index	HUT	Index	HUT	Index	HUT	Index	HUT	Index
Annual Average:	26	100	49	100	58	100	45	100	26	100
Jan.	31	119	60	122	65	112	49	109	28	108
Feb.	30	115	58	118	64	110	47	104	27	104
Mar.	27	104	53	108	61	105	44	98	25	96
1st Qtr.	29	112	57	116	64	110	47	104	26	100
Apr.	26	100	51	104	59	102	44	98	26	100
May	23	88	43	88	55	95	45	100	26	100
Jun.	26	100	42	86	52	90	45	100	27	104
2nd Qtr.	25	96	45	92	55	95	45	100	26	100
Jul.	25	96	39	80	48	83	43	96	26	100
Aug.	26	100	40	82	51	88	44	98	26	100
Sep.	24	92	45	92	59	102	45	100	25	96
3rd Qtr.	25	96	41	84	53	91	44	98	26	100
Oct.	24	92	48	98	61	105	47	104	26	100
Nov.	26	100	53	108	62	107	45	100	26	100
Dec.	26	100	55	112	61	105	47	104	27	104
4th Qtr.	25	96	52	106	62	107	46	102	27	104

* Homes Using TV Expressed As % Of Total U.S. TV Homes

Source: Nielsen

% OF HOMES TUNED TO TV BY HOURS OF THE DAY BY QUARTER

	Annual Average HUT	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
7:00- 8:00AM	8.9	9.8	8.9	6.8	10.1
8:00- 9:00AM	14.7	16.5	13.8	12.3	16.2
9:00-10:00AM	18.9	21.5	17.0	17.4	19.5
10:00-11:00AM	20.8	23.8	18.1	20.3	20.8
11:00-12:00 Noon	22.4	26.2	18.8	22.3	22.3
12:00- 1:00PM	25.4	29.2	22.1	25.4	24.8
1:00- 2:00PM	27.2	30.5	24.0	26.8	27.3
2:00- 3:00PM	28.5	32.1	25.5	27.1	29.0
3:00- 4:00PM	30.5	34.9	27.4	28.1	31.7
4:00- 5:00PM	32.6	38.1	28.4	28.8	35.0
5:00- 6:00PM	38.7	45.3	33.4	32.9	43.0
6:00- 7:00PM	47.0	55.8	40.9	38.6	52.7
7:00- 8:00PM	51.8	61.7	45.8	41.3	58.5
8:00- 9:00PM	56.5	65.7	52.2	44.9	63.1
9:00-10:00PM	60.3	66.5	58.7	51.3	64.5
10:00-11:00PM	57.2	60.6	56.7	52.2	59.2
11:00-12:00M	39.7	40.9	39.0	39.7	39.1
12:00- 1:00AM	24.1	24.4	23.7	24.7	23.4

NETWORK TV REACH ESTIMATES

	GRP's Wk/4 Wks	No. of Network	4 Week Reach and Avg. Frequency					
			TV HH		Women		Adults	
			R	F	R	F	R	F
Daytime	50/200	2	53	3.8	41	4.1	46	4.3
	75/300	3	63	4.8	61	4.9	59	5.1
	100/400	3	65	6.2	64	6.3	63	6.3
Prime	50/200	2	75	2.7	74	2.7	71	2.7
	75/300	2	83	3.6	82	3.7	82	3.7
	100/400	3	88	4.5	87	4.6	87	4.6
	125/500	3	90	5.6	89	5.6	89	5.6
	150/600	3	92	6.5	90	6.7	90	6.7
Day + Early/Late Fringe (D 50%—E/F FR 50%)								
Day + Early/Late Fringe (D 50%—E/F FR 50%)	50/200	2	65	3.1	62	3.2	62	3.2
	75/300	2	74	4.1	70	4.3	70	4.3
	100/400	3	79	5.1	77	5.2	78	5.1
	125/500	3	83	6.0	80	6.3	81	6.3
	150/600	3	84	7.1	83	7.2	83	7.2
Prime + Day (P 50%—D 50%)								
Prime + Day (P 50%—D 50%)	75/300	2	79	3.8	78	3.8	76	3.9
	100/400	3	85	4.7	84	4.8	84	4.8
	125/500	3	88	5.7	87	5.7	87	5.7
	150/600	3	90	6.7	89	6.7	89	6.7
Prime + Early/Late Fringe (Prime 50%—E/L FRINGE 50%)								
Prime + Early/Late Fringe (Prime 50%—E/L FRINGE 50%)	75/300	2	82	3.7	81	3.7	82	3.7
	100/400	3	88	4.5	87	4.6	87	4.6
	125/500	3	90	5.6	89	5.6	90	5.6
	150/600	3	91	6.6	90	6.7	90	6.7
Day + Prime + Fringe (D 1/2—P 1/2—E/L FRINGE 1/2)								
Day + Prime + Fringe (D 1/2—P 1/2—E/L FRINGE 1/2)	75/300	2	81	3.7	79	3.8	79	3.8
	100/400	3	85	4.7	84	4.8	84	4.8
	125/500	3	89	5.6	88	5.7	88	5.7
	150/600	3	90	6.7	89	6.7	89	6.7

Source: N W Ayer Est.

LONG-TERM NETWORK TV REACH: 4 TO 26 WEEKS

	25 GRP's/Wk.		50 GRP's/Wk.		75 GRP's/Wk.		100 GRP's/Wk.	
	%R.	Index	%R.	Index	%R.	Index	%R.	Index
4 Weeks	49.8%	100	72.9%	100	76.6%	100	86.5%	100
8 Weeks	62.7	126	84.2	116	85.9	112	93.8	108
13 Weeks	71.8	144	90.0	123	90.4	118	95.0	110
26 Weeks	81.3	163	95.2	131	94.9	124	96.5	116

Source: Nielsen TV Audience 1977

NET REACH OF WEEKEND TV SPORTS*

% OF TV HH WITH \$15,000+ INCOME REACHED IN 4-WEEK INTERVALS

	Summer (July)		Fall (October)		Winter (Feb.)		Spring (April)	
	#T/C	R + F	#T/C	R + F	#T/C	R + F	#T/C	R + F
	4 Wks.	4 Wks.	4 Wks.	4 Wks.	4 Wks.	4 Wks.	4 Wks.	4 Wks.
Baseball	4	20%	5	43%	—	—	—	—
	1.7	2.1						
Golf	3	14%	—	—	5	34%	6	38%
	1.3	—			2.1	2.2		
Tennis	7	25%	—	—	3	10%	7	23%
	1.4	—			1.1	1.4		
Football	—	—	17	70%	—	—	—	—
	—	—	3.2	—				
Basketball	—	—	—	—	4	20%	11	41%
	—	—			1.7	2.2		
Hockey	—	—	—	—	4	13%	4	9%
	—	—			1.3	1.2		
Bowling	—	—	—	—	4	23%	4	21%
	—	—			1.7	1.4		
Multi-Sports Series	6	32%	8	35%	17	67%	12	56%
	1.4	1.4			3.7	2.3		
TOTAL SPORTS:	20	53%	30	80%	37	77%	44	77%
	2.5	4.6			5.5	4.8		
Accumulated Reach Across Seasons:	20	53%	50	85%	87	93%	131	95%
	2.5	5.8			9.9	13.6		

* Based on one announcement in most available network sports telecasts during a 4 week period in each season.

Source: Nielsen

COVERAGE OF U.S. TV HOMES BY ADI MARKETS

1979-80

Rank	Market (ADI)	% of U.S.		% of Mkt. ADI TV Homes with:			
		TV Homes	TV Homes	CATV Color	Multi-Set	UHF	
1	New York	6,398,000	8.4%	10%	73%	49%	99%
2	Los Angeles	4,050,700	5.3	11	87	44	98
3	Chicago	2,849,700	3.8	3	85	48	100
4	Philadelphia	2,399,300	3.2	17	84	63	97
5	San Francisco	1,883,600	2.5	30	88	47	94
6	Boston	1,807,200	2.4	10	82	56	95
7	Detroit	1,600,100	2.1	2	85	64	98
8	Washington, D.C.	1,397,600	1.8	8	85	60	97
9	Cleveland	1,348,900	1.8	14	89	57	97
10	Dallas-Fort Worth	1,175,100	1.6	7	87	54	93
Markets 1-10		24,910,200	32.9%				
11	Pittsburgh	1,137,100	1.5%	33%	87%	53%	94%
12	Houston	1,104,300	1.5	6	89	51	98
13	Minneapolis-St. Paul	994,300	1.3	5	85	50	85
14	St. Louis	980,200	1.3	3	80	51	94
15	Miami	943,500	1.2	7	89	60	94
16	Atlanta	936,100	1.2	10	82	53	96
17	Tampa-St. Petersburg, Fla.	899,000	1.2	16	87	47	97
18	Seattle-Tacoma	882,100	1.2	23	85	36	84
19	Baltimore	806,500	1.1	2	82	71	96
20	Hartford-New Haven, Conn.	758,600	1.0	18	81	53	95
Markets 1-20		34,351,900	45.4%				
21	Denver	755,800	1.0%	6%	85%	49%	89%
22	Indianapolis	744,600	1.0	16	93	50	94
23	Sacramento-Stockton, Calif.	701,400	.9	18	91	45	95
24	Portland, Or.	682,900	.9	14	88	47	88
25	San Diego	675,100	.9	37	93	45	97
26	Milwaukee	655,800	.9	3	86	57	97
27	Kansas City, Mo.	652,800	.9	12	85	50	94
28	Cincinnati	647,200	.9	6	86	62	95
29	Buffalo, NY	628,600	.8	20	87	56	95
30	Nashville	579,100	.8	10	80	44	88
Markets 1-30		41,074,800	54.4%				
31	Phoenix	575,200	.8%	5%	89%	47%	69%
32	Charlotte, N.C.	549,700	.7	9	80	46	94
33	Memphis	537,200	.7	10	76	46	90
34	New Orleans	529,600	.7	5	84	60	95
35	Columbus, Ohio	528,100	.7	25	90	49	92
36	Greenville-Spartanburg-Asheville	523,900	.7	11	77	46	85
37	Grand Rapids-Kalamazoo-Battle Creek	518,100	.7	21	85	47	94
38	Providence, R.I.	512,700	.7	8	89	58	95
39	Oklahoma City	495,100	.7	14	89	49	89
40	Orlando-Daytona Beach, Fla.	482,300	.6	26	88	53	89
Markets 1-40		46,326,700	61.4%				
41	Raleigh-Durham, N.C.	480,500	.6%	17%	79%	48%	92%
42	Charleston-Huntington, W. Va.	480,500	.6	37	80	41	89
43	Louisville, Ky.	473,400	.6	8	82	49	97
44	Dayton, Ohio	454,400	.6	16	88	50	97
45	Harrisburg-York-Lancaster-Lebanon, Pa.	453,500	.6	37	86	49	97
46	Norfolk-Port. Np. News-Hamp., Va.	447,100	.6	8	76	57	96
47	Salt Lake City	443,200	.6	9	86	37	90
48	Albany-Schenectady-Troy, N.Y.	440,500	.6	30	79	44	91
49	Birmingham, Ala.	436,200	.6	14	83	42	97
50	Wilkes-Barre-Scanton, Pa.	435,300	.6	52	90	43	98
Markets 1-50		50,871,300	67.4%				
51	San Antonio, Tex.	419,300	.6%	9%	81%	45%	93%
52	Flint-Saginaw-Bay City, Mich.	408,700	.5	17	89	52	95
53	Greensboro-Winston Salem-High Point, N.C.	402,400	.5	14	86	49	89
54	Wichita-Hutchinson, Kan.	392,700	.5	22	86	41	86
55	Little Rock, Ark.	388,700	.5	12	79	40	84
56	Toledo, Ohio	387,200	.5	27	87	54	97
57	Tulsa, Okla.	382,800	.5	21	85	38	85
58	Shreveport, La.-Texarkana, Tex.	378,000	.5	16	78	45	90
59	Knoxville, Tenn.	367,900	.5	19	77	46	94
60	Mobile-Pensacola, Fla.	350,300	.5	19	82	49	88
Markets 1-60		54,748,700	72.5%				
1-70		58,051,400	76.9%				
1-80		60,827,900	80.3%				
1-100		65,122,200	86.3%				
1-150		72,331,500	95.8%				
1-213		75,793,500	100%				

Source: Arbitron

SPOT TV COST PER RATING POINT
 (Base: ADI HH Ratings, Cost 30 Sec.)

2ND QTR. '80*	DAYTIME M-F 9AM-4:30PM	EARLY EVE. M-F 5-7:30PM	LATE NEWS ALL EVE. 11-11:30PM	LATE EVE. ALL EVE. 11:30-1AM	PRIME M-Su 8-11:00PM
TOP 150 MARKETS					
1 New York	\$ 111	\$ 128	\$ 295	\$ 185	\$ 389
2 Los Angeles	111	118	190	141	308
3 Chicago	76	83	172	100	221
4 Philadelphia	74	92	148	126	184
5 San Francisco	74	81	148	123	197
6 Boston	56	82	141	111	186
7 Detroit	42	49	95	76	123
8 Washington, D.C.	37	44	86	74	118
9 Cleveland	26	32	59	42	98
10 Dallas	43	52	90	71	128
Top 10—Total	\$ 650	\$ 761	\$1,424	\$1,045	\$1,932
Average	\$ 65	\$ 76	\$ 142	\$ 105	\$ 193
11 Pittsburgh	\$ 34	\$ 43	\$ 75	\$ 61	\$ 93
12 Houston	42	51	90	64	108
13 Minn./St. Paul	30	34	46	44	74
14 St. Louis	27	32	49	35	62
15 Miami	26	36	65	50	108
16 Atlanta	22	34	59	50	87
17 Tampa/St. Pete	25	27	56	34	77
18 Seattle	32	36	52	48	91
19 Baltimore	43	48	67	59	93
20 Hartford	27	32	51	43	66
Top 20—Total	\$ 958	\$1,134	\$2,034	\$1,533	\$2,791
Average	\$ 48	\$ 57	\$ 102	\$ 77	\$ 140
21 Denver	25	31	55	40	80
22 Indianapolis	19	22	44	34	62
23 Sacramento	19	24	35	28	49
24 Portland, Ore.	17	25	39	32	56
25 San Diego	30	34	55	41	71
26 Milwaukee	15	17	30	26	56
27 Kansas City	15	16	32	28	43
28 Cincinnati	18	19	32	26	43
29 Buffalo	17	21	35	28	52
30 Nashville	17	21	30	25	37
Top 30—Total	\$1,150	\$1,364	\$2,420	\$1,841	\$3,340
Average	\$ 38	\$ 45	\$ 81	\$ 61	\$ 111
31 Phoenix	\$ 21	\$ 24	\$ 39	\$ 31	\$ 63
32 Charlotte	15	17	32	26	43
33 Memphis	11	15	21	16	30
34 New Orleans	14	18	26	22	32
35 Columbus, O.	15	20	30	25	49
36 Greenville, S.C.	16	18	25	19	31
37 Gr. Rapids	16	16	25	22	34
38 Providence	13	16	25	25	34
39 Oklahoma City	11	16	21	16	30
40 Orlando	13	15	25	22	32
Top 40—Total	\$1,295	\$1,539	\$2,689	\$2,065	\$3,718
Average	\$ 32	\$ 38	\$ 67	\$ 52	\$ 93
41 Raleigh	\$ 14	\$ 15	\$ 28	\$ 18	\$ 34
42 Charleston/Hunt.	10	10	14	15	25
43 Louisville	14	15	21	21	48
44 Dayton	13	14	25	19	41
45 Harrisburg	13	15	18	16	27
46 Norfolk	11	14	21	16	31
47 Salt Lake City	16	17	26	27	34
48 Albany, N.Y.	13	16	22	19	31
49 Birmingham	10	15	21	15	34
50 Wilkes Barre	9	11	16	14	24
Top 50—Total	\$1,418	\$1,681	\$2,901	\$2,245	\$4,047
Average	\$ 28	\$ 34	\$ 58	\$ 45	\$ 81
Top 75—Total	\$1,636	\$1,943	\$3,292	\$2,561	\$4,597
Average	\$ 22	\$ 26	\$ 44	\$ 34	\$ 61
Top 100—Total	\$1,805	\$2,152	\$3,568	\$2,802	\$4,994
Average	\$ 18	\$ 22	\$ 36	\$ 28	\$ 50
Top 150—Total	\$2,087	\$2,506	\$4,024	\$3,200	\$5,674
Average	\$ 14	\$ 17	\$ 27	\$ 21	\$ 38

*Adjustment Index for 1980 Planning

1st Qtr.	90%
2nd Qtr.	100%
3rd Qtr.	100%
4th Qtr.	105%

Note: All costs subject to change. Contact spot broadcast buying group for current rates.

Source: N.W. Ayer Estimates

1980 NETWORK RADIO COSTS* 1 MINUTE/30 SEC. RATES

NETWORK	NO. OF STATIONS	A.M. DRIVE 6-10AM M-F	HOUSEWIFE 10AM-3PM M-F	P.M. DRIVE 3-7PM M-F
CBS	316	\$4000/\$2000	\$2400/\$1200	\$2400/\$1200
MBS	950	\$3890/\$1945	\$2854/\$1427	\$3092/\$1546
NBC	282	\$3850/\$2700	\$2350/\$1650	\$2600/\$1850
ABC				
Contemporary	399	\$5130/\$2565	\$3800/\$1900	\$4750/\$2375
Entertainment	480	\$4914/\$2457	\$3528/\$1764	\$2142/\$1071
FM	198	\$2072/\$1036	\$1480/\$740	\$4292/\$2146
Information	500	\$3954/\$1977	\$3082/\$1541	\$2278/\$1139
Sheridan Black	90	\$865/\$475	\$820/\$450	\$865/\$475
National Black	90	\$775/\$500	\$775/\$500	\$775/\$500
Blair	109	\$4400/\$3700	\$3100/\$2600	\$3700/\$3100
Katz	201	\$3000/\$2480	\$2700/\$2210	\$2900/\$2380
RKO	50	\$2550/\$1275	\$2550/\$1275	\$2550/\$1275
NETWORK		NIGHT 7PM-MID M-F	SATURDAY 6-10AM	SUNDAY 6-10AM
CBS		\$1200/\$600	\$2000/\$1000	\$1600/\$800
MBS		\$830/\$415	\$1800/\$900	\$740/\$370
NBC		\$800/\$550	\$2050/\$1450	\$1500/\$1050
ABC				
Contemporary		\$3040/\$1520	\$2918/\$1459	
Entertainment		\$890/\$445	\$2036/\$1018	\$946/\$473
FM		\$2664/\$1332	\$1332/\$666	
Information		\$938/\$469	\$2144/\$1072	\$670/\$335
Sheridan Black		\$680/\$375	\$865/\$475	\$865/\$475
National Black		\$500/\$350	\$775/\$500	\$775/\$500
Blair		\$2400/\$2000	\$3700/\$3100	
Katz		\$2200/\$1800	\$2700/\$2210	\$2500/\$2050
RKO		\$2550/\$1275	\$2550/\$1275	\$2550/\$1275
NETWORK		SATURDAY 10AM-3PM	SUNDAY 10AM-3PM	SATURDAY 3-7PM
CBS		\$3000/\$1500	\$2000/\$1200	\$2000/\$1000
MBS		\$2020/\$1010	\$960/\$480	\$1344/\$672
NBC		\$2050/\$1450	\$1500/\$1050	\$2050/\$1450
ABC				
Contemporary		\$4180/\$2090	\$3040/\$1520	\$3230/\$1615
Entertainment		\$3024/\$1512	\$1512/\$756	\$1450/\$725
FM		\$2960/\$1480	\$3150/\$1575	\$3108/\$1554
Information		\$2010/\$1005	\$1072/\$536	\$1274/\$637
Sheridan Black		\$820/\$450	\$820/\$450	\$865/\$475
National Black		\$775/\$500	\$775/\$500	\$775/\$500
Blair		\$3500/\$2900	\$2900/\$2400	\$3500/\$2900
Katz		\$2700/\$2210	\$2500/\$2050	\$2700/\$2210
RKO		\$2550/\$1275	\$2550/\$1275	\$2550/\$1275
NETWORK		SUNDAY 3-7PM	SATURDAY 7PM-MID	SUNDAY 7PM-MID
CBS		\$1600/\$800	\$900/\$450	\$600/\$300
MBS		\$1180/\$590	\$504/\$252	\$448/\$224
NBC		\$1500/\$1050	\$2050/\$1450	\$1500/\$1050
ABC				
Contemporary		\$2470/\$1235	\$2660/\$1330	\$1900/\$950
Entertainment		\$1008/\$504	\$630/\$315	\$504/\$252
FM		\$2604/\$1302	\$2416/\$1208	\$1362/\$681
Information		\$938/\$469	\$670/\$335	\$402/\$201
Sheridan Black		\$865/\$475	\$680/\$375	\$680/\$375
National Black		\$775/\$500	\$500/\$350	
Blair		\$2900/\$2400	\$2600/\$2100	\$2600/\$2100
Katz		\$2500/\$2050	\$2700/\$2210	\$2500/\$2050
RKO		\$2550/\$1275	\$2550/\$1275	\$2550/\$1275

*None of these costs are absolute—all are subject to change and negotiation.

Source: Radio Networks

NETWORK RADIO AUDIENCES

AVG. NO. LIST. TO CLEARED PROGS. PLUS COMM'L. EXPOSURE

	TOTAL ADULTS (000)	18-49 (000)	25-54 (000)	18-49 (000)	25-54 (000)	TOTAL TEENS (000)
MORNING DRIVE 6-10AM M-F						
ABC-C	2,567	808	590	1,284	958	428
ABC-E	2,159	589	538	767	847	236
ABC-FM	1,197	405	215	625	452	272
ABC-I	2,584	673	665	602	690	66
CBS	2,427	586	579	473	672	*
MBN	522	208	129	209	152	61
MBS	2,137	683	683	638	656	95
NBC	2,053	525	619	569	620	129
AFTERNOON DRIVE 3-7PM M-F						
ABC-C	1,739	857	559	643	485	636
ABC-E	1,413	438	420	496	503	163
ABC-FM	1,073	445	238	460	262	378
ABC-I	1,431	470	432	378	347	123
CBS	1,434	384	438	225	295	*
MBN	554	176	102	281	174	90
MBS	1,560	632	590	461	390	100
NBC	1,780	597	664	413	417	129
HOUSEWIFE 10AM-3PM M-F						
ABC-C	1,934	781	475	855	603	239
ABC-E	1,926	617	588	540	618	147
ABC-FM	1,117	408	223	506	323	170
ABC-I	2,145	599	554	504	547	*
CBS	1,535	321	379	252	335	*
MBN	416	187	102	144	123	*
MBS	1,644	590	456	453	461	63
NBC	1,931	558	641	486	486	69
NIGHT 7PM-12 MIDNIGHT M-F						
ABC-C	1,130	483	320	502	258	496
ABC-E	845	254	227	322	306	156
ABC-FM	678	324	182	300	113	324
ABC-I	819	289	284	128	139	61
CBS	706	145	154	143	134	*
CBS Drama**	679	155	158	112	119	58
MBN	390	187	90	163	67	97
MBS	758	224	239	270	197	103
NBC	1,117	284	317	254	266	137
SATURDAY MORNING DRIVE 6-10AM						
ABC-C	1,707	749	574	618	558	408
ABC-E	1,559	280	258	504	533	126
ABC-FM***	—	—	—	—	—	—
ABC-I	1,673	421	502	314	321	49
CBS	1,610	230	301	331	429	*
MBN	333	114	59	66	42	69
MBS	1,756	362	464	470	561	71
NBC	1,769	375	524	347	435	96
SATURDAY AFTERNOON 3-7PM						
ABC-C	1,552	755	545	668	506	302
ABC-E	1,308	358	341	481	480	203
ABC-FM	1,011	334	226	474	286	471
ABC-I	1,082	369	300	319	299	157
CBS	657	121	96	153	131	*
MBN	765	184	93	499	261	124
MBS	1,259	316	219	484	360	53
NBC	1,659	577	676	392	395	121
SATURDAY DAY 10AM-3PM						
ABC-C	2,004	940	628	869	648	374
ABC-E	2,090	555	591	614	672	153
ABC-FM	1,075	341	162	544	409	300
ABC-I	1,870	412	424	379	366	101
CBS	1,058	168	167	302	377	*
MBN	570	201	54	232	188	*
MBS	1,657	471	367	483	482	104
NBC	1,904	427	561	505	595	152
SATURDAY NIGHT 7PM-12 MIDNIGHT						
ABC-C	1,166	662	324	410	244	432
ABC-E	659	217	138	321	271	139
ABC-FM	728	307	140	327	173	375
ABC-I	669	247	191	194	174	*
CBS	495	101	82	61	61	*
CBS Drama**	492	*	*	206	243	*
MBN	600	323	170	231	118	82
MBS	559	90	95	331	154	54
NBC	1,026	176	265	247	232	67

Base To Compute Ratings
(000)Total Adults—152,103
Total Men—72,351
Total Women—79,752
Teens—24,105Men 18-49—47,330
Women 18-49—49,303SPOT RADIO COST PER RATING POINT—EST. FOR 1980
(Base-Metro Ratings for Top Stations M-F 60 Sec. Costs)*

DRIVE TIME AM AND PM							
6-10 AM M-F				3-7 PM M-F			
Men	Women	Men	Women	Men	Women	Men	Women
18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54

TOP 50 MARKETS

New York	214	203	203	203	147	245	155	245
Los Angeles	178	138	178	166	165	179	195	215
Chicago	158	130	150	107	157	179	179	165
Philadelphia	86	90	82	62	67	103	74	79
Boston	116	107	116	92	72	106	80	99
San Francisco	151	109	131	103	98	116	116	128
Detroit	106	106	112	96	96	119	106	106
Wash., D.C.	84	78	75	72	93	87	74	93
Cleveland	33	47	47	52	44	65	57	69
Pittsburgh	54	51	49	39	40	49	37	42

Total Top 10

Dallas	93	93	73	73	71	94	79	94
St. Louis	60	47	66	35	55	55	68	64
Houston	56	54	54	61	60	83	69	83
Minneapolis	49	38	49	36	52	52	52	57
Miami	68	52	59	39	46	64	36	36
Atlanta	42	59	49	49	60	78	55	88
Seattle-Tacoma	56	37	50	40	58	51	51	58
Tampa-St. Peter	32	31	33	35	32	39	32	44
Baltimore	52	45	49	37	45	62	45	58
Indianapolis	35	35	27	27	34	44	40	36

Total Top 20

Denver	56	47	51	41	39	60	53	56
Portland, Or.	30	32	32	29	30	44	29	44
Hartford	48	34	41	21	73	61	58	53
Sacramento	41	35	34	31	33	44	44	37
Cincinnati	43	43	38	34	39	53	38	45
Milwaukee	39	29	31	24	29	30	38	38
Kansas City	32	28	31	27	38	40	40	40
Buffalo	34	28	28	21	43	41	38	43
San Diego	59	59	53	53	53	61	51	76
Providence	39	30	23	23	48	42	34	55

Total Top 30

Nashville	27	31	22	22	18	33	25	33
Columbus, Oh.	30	30	31	28	36	39	33	36
Charlotte	27	31	29	27	31	36	33	32
Phoenix	32	32	33	40	32	55	44	52
Memphis	29	33	33	27	29	38	33	35
New Orleans	41	34	39	35	43	49	43	52
Greenville-Sa.	16	18	12	12	28	38	19	22
Grand Rapids	19	20	20	16	16	23	22	23
Oklahoma City	21	21	18	18	18	21	21	26
Orlando	33	27	30	26	38	41	38	31

Total Top 40

Albany-Schn.-Troy	30	27	25	23	34	34	34	43
Wilkes Barre	13	12	9	6	14	18	17	20
Charleston-Hunt*	9	10	10	10	10	16	12	17
Salt Lake City	17	16	31	17	29	29	42	29
Louisville	24	28	26	21	22	31	23	40
San Antonio	35	33	28	26	27	39	27	44
Nor-Pts-Npt-Hmptn	18	18	24	15	17	25	29	23
Birmingham	24	22	16	16	22	35	29	38
Harrisburg	25	17	20	14	23	26	20	21
Dayton	27	24	25	20	29	37	34	35

Total Top 50

2,641	2,397	2,495	2,147	2,428	3,009	2,601	2,998
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* Top 5 stations used in each market (selected on basis of adult listeners) and costs projected from Katz Spot Radio Planning Guide 1979-80.

Sources: Arbitron Radio April/May 1979; Katz Radio.

* Below minimum reporting standards

** The only periods for which information is available (10-11PM)

*** Not on air

Source: RADAR 1978-79

CONSUMER MAGAZINES: READER CHARACTERISTICS

	READERS					Median Age (Years)	\$25,000 + HH Inc. Index	College Grad. Index	Manager./Admin. Index	In-Home Readers %	Cost Per M*						
	% '000	Cov	RPC	% M	% W						% Age 18-34 Index	Page B/W	Page 4CLR				
TOTAL ADULTS	(155,794)			(48.0)	(52.0)	(63.109)	(40.5)	(40.9)	(41,274)	(26.5)	(22,011)	(14.1)	(10,858)	(7.0)			
GENERAL EDITORIAL																	
Book Digest	2,678	9	2.70E	36.9	63.1	1,278	82	43.0	1,309	128	1,262	231	567	209	1,984	74.1	\$3.73 \$5.28
National Geographic	28,290	18.2	2.76	53.9	46.1	10,988	96	42.1	10,138	135	7,875	195	3,589	181	21,480	75.9	1.92 2.63
New Yorker	3,044	2.0	6.10	51.6	48.4	1,487	121	35.5	1,276	158	1,326	309	423	199	1,600	52.6	2.50 3.94
People	19,057	12.2	8.24	42.0	58.0	12,346	160	29.6	4,994	99	3,443	128	1,316	99	10,419	54.7	1.00 1.28
Reader's Digest	39,807	25.6	2.20	42.7	57.3	13,154	82	45.6	9,230	88	5,993	107	3,293	119	33,847	85.0	1.62 1.95
Saturday Review	1,394	9	2.65	45.7	54.3	73.4	130	33.7	432	117	642	328	102	104	847	60.8	3.52 4.84
Smithsonian	3,703	2.4	2.04	49.2	50.8	1,549	103	39.7	1,658	168	1,879	359	462	177	2,671	72.1	4.05 6.08
TV Guide	42,028	27.0	2.15	45.7	54.3	21,613	126	34.5	7,688	69	5,356	90	2,595	87	39,175	93.2	1.31 1.55
SELECTIVE EDITORIAL																	
New York/New West (Net)	2,266	1.5	3.21	51.5	48.5	1,137	120	35.9	837	135	852	259	317	194	1,384	61.1	\$2.87 4.48
Psychology Today	4,254	2.7	3.62	43.3	56.7	2,914	169	29.2	1,327	117	1,594	265	257	84	2,587	60.8	3.42 4.93
Scientific American	2,487	1.6	3.63	70.4	29.6	1,504	149	31.6	1,148	174	1,576	448	335	191	1,378	55.4	3.54 5.31
NEWSWEEKLIES																	
Newsweek	18,015	11.6	6.14	58.4	41.6	9,053	124	34.9	6,128	129	5,335	211	2,330	186	10,230	56.8	\$1.63 \$2.53
Sports Illustrated	12,510	8.0	4.16	76.1	23.9	7,733	152	39.5	3,882	117	2,966	167	1,378	157	7,167	57.3	2.07 3.23
Time	20,664	13.3	4.79	56.7	43.3	10,051	120	35.8	7,149	131	6,003	206	2,449	169	13,937	64.8	1.98 3.09
U.S. News & World Report	9,239	5.9	4.47	67.1	32.9	3,274	87	43.3	3,451	141	3,367	259	1,824	257	5,333	57.7	2.14 3.38
SUPPLEMENTS																	
New York Times Magazine	4,319	2.8	3.01	53.8	46.2	2,115	121	35.7	1,688	147	1,795	294	592	196	3,479	80.6	\$2.11 \$3.25
NEWSPAPERS (Daily)																	
New York Times	2,428	1.6	2.81	56.1	43.9	1,124	114	38.2	1,020	158	1,186	345	383	224	1,833	75.5	\$6.28 NA
The Star	11,250	7.2	3.56	38.3	61.7	5,746	126	34.4	1,580	70	615	39	375	54	8,523	75.8	.73 .86
TOTAL MEN	(74,722)					(31,256)	(41.8)	(39.6)	(22,470)	(30.1)	(12,880)	(17.2)	(8,348)	(11.2)			
BUSINESS																	
Barrons	650	9	2.89	84.3	15.7	253	95	40.2	321	164	404	362	203	279	257	39.5	\$9.17 NA
Business Week	3,151	4.2	3.91	74.0	26.0	1,313	100	38.6	1,597	168	1,634	301	995	282	1,378	43.7	4.94 7.41
Forbes	1,327	1.8	1.96	77.9	22.1	555	100	41.2	687	172	782	342	424	285	649	48.9	8.28 12.57
Fortune	1,386	1.9	2.45E	77.9	22.1	644	111	39.5	798	192	771	324	398	257	689	49.7	10.57 16.07
Money	2,442	3.3	2.89E	64.2	35.8	1,257	123	34.3	1,014	190	948	227	509	182	1,253	51.5	4.05 6.33
Wall Street Journal	3,133	4.2	1.92	72.3	27.7	999	76	43.7	1,909	202	1,804	334	1,168	332	949	30.2	11.58 NA
MEN'S																	
Esquire	1,519	2.0	2.33	65.5	34.5	796	126	34.0	425	93	332	127	237	139	827	54.4	\$5.89 \$8.82
Penthouse	8,604	11.5	1.85	83.1	16.9	6,384	178	27.9	1,897	73	1,349	91	883	92	4,475	52.0	2.62 3.96
Playboy	13,571	18.2	2.45	79.1	20.9	9,187	162	29.3	3,582	88	2,772	119	1,977	205	8,221	60.6	2.31 3.23
SPORTS																	
Golf Digest	1,940	2.6	2.00	83.6	16.4	798	96	40.1	800	136	653	195	482	221	1,122	57.8	\$6.61 \$9.91
Gold Magazine	1,028	1.4	1.45	78.1	21.9	463	108	37.9	463	150	325	184	179	155	530	51.6	9.02 13.54
Sport	2,551	3.4	2.01	78.6	21.4	1,933	181	26.5	711	93	380	82	317	111	1,293	50.7	4.30 6.28
World Tennis	570	8	1.69	51.9	48.1	260	109	38.8	233	136	209	213	92	145	313	54.9	10.83 16.25
Ziff Davis Net (Gross)	10,707	14.3	2.99	78.9	21.1	5,782	166	27.1	2,541	101	1,837	114	972	104	5,279	49.3	4.27 6.32
OUTDOOR																	
Field & Stream	6,505	8.7	3.15	76.9	23.1	3,520	118	35.3	1,500	70	1,046	85	800	101	4,382	67.4	\$2.37 \$3.53
Guns & Ammo	2,704	3.6	5.54	89.3	10.7	1,779	157	30.2	614	75	334	72	244	80	1,440	53.3	1.80 2.88
Outdoor Life	4,625	6.2	2.67	76.8	23.2	2,260	116	35.8	784	56	480	60	408	79	2,817	60.9	3.01 4.28
Sports Afield	2,301	3.1	4.35	86.3	13.7	980	101	39.5	609	88	325	82	295	114	1,260	54.8	2.39 3.41
MECHANICS/AUTOMOTIVE																	
Car & Craft	1,933	2.6	5.14	95.2	4.8	1,641	202	26.0	330	57	108	33	112	52	945	48.9	2.32 3.72
Car & Driver	2,395	3.2	3.29	89.5	10.5	1,952	194	25.7	520	72	342	83	247	92	1,365	57.0	5.26 8.32
Hot Rod	4,214	5.6	4.81	86.5	13.5	3,469	197	25.0	714	56	256	35	281	60	2,140	50.8	3.65 5.45
Mechanix Illustrated	4,433	5.9	2.53	85.1	14.9	1,961	106	37.5	1,003	75	738	197	572	115	2,535	57.2	2.91 4.12
Motor Trend	2,517	3.4	3.32	94.5	5.5	1,683	159	29.2	772	102	300	69	230	81	1,364	54.2	4.47 7.15
Popular Mechanics	5,399	7.2	3.30	86.2	13.8	2,432	108	36.9	1,209	74	842	91	528	88	3,337	61.8	2.35 3.33
Popular Science	3,820	5.1	2.12	87.7	12.3	1,832	114	36.2	1,193	104	1,007	153	495	115	2,409	63.1	3.72 5.27
Road & Track	2,194	2.9	3.70	91.2	8.8	1,726	180	26.9	539	82	388	103	187	76	1,189	54.2	4.15 6.53
Peterson Action Group (Gross)	15,217	7.0	4.82	87.8	12.2	7,477	171	27.7	2,176	69	1,187	66	912	78	6,093	40.0	3.07 4.92
Motorcyclist	1,247	1.7	8.66	79.9	20.1	1,001	193	26.3	273	73	93	44	92	66	656	52.6	2.18 3.48
TOTAL WOMEN	(81,073)					(31,853)	(39.3)	(42.1)	(18,804)	(23.2)	(9,131)	(11.3)	(38,362)	(47.3)			
WOMEN'S																	
American Baby	1,841	2.3	1.85	13.5	86.5	1,578	216	26.6	217	50	311	148	789	90	1,200	65.2	\$7.79 10.77
Ms.	1,295	1.6	2.58	19.5	80.5	1,041	198	27.8	321	104	396	263	1,010	160	777	60.0	4.56 5.81
Parents Magazine	3,257	4.0	2.26	20.5	79.5	2,245	175	29.9	515	68	383	104	1,646	107	2,123	65.2	4.54 5.81
WOMEN'S SERVICE																	
Better Homes & Garden	16,894	20.8	2.11	25.2	74.8	6,578	99	41.3	4,513	116	2,772	145	8,864	111	12,012	71.1	\$2.84 3.43
Family Circle	17,051	21.0	2.24	13.7	86.3	7,321	110	38.5	3,719	94	2,313	120	8,721	108	13,522	79.3	2.63 3.15
Good Housekeeping	17,605	21.7	3.40	15.6	84.4	7,463	107	39.4	3,957	97	2,571	128	9,400	123	11,938	67.8	1.89 2.36
Ladies Home Journal	12,393	15.3	2.20	14.2	85.8	4,858	100	42.2	2,972	103	1,972	141	6,542	112	8,316	67.1	2.44 3.02
McCall's	16,648	20.5	2.56	15.8	84.2	7,156	109	39.3	2,913	98	2,179	116	3,915	113	11,469	68.9	2.32 2.85
Redbook	10,504	13.0	2.36	15.2	84.8	5,324	129	34.8	2,513	103	1,554	131	5,777	116	6,942	66.1	2.39 3.18
Woman's Day	17,257	21.3	2.29	9.8	90.2	7,164	105	39.3	3,762	94	2,195	112	8,817	108	13,884	80.5	2.61 3.12
Conde Nast Mag. (Gross)	25,732	31.7	#88	14.8	85.2	9,721	140	31.4	4,584	112	3,144	157	102	123	10,011	38.9	2.27 3.23
FASHION/BEAUTY																	
Cosmopolitan	8,937	11.0	3.23	18.2	81.8	6,089	173	28.5	2,014	97	1,447	143					

CONSUMER MAGAZINES: CIRCULATION AND RATES

	Total Paid Circ.	% Chg. vs. 6/78	% Subscr.	Freq. of Issue	Single Copy Price	Page Costs (1x)** SRDS	B&W	4 Color	Spread 4 Color
GENERAL EDITORIAL									
Book Digest	991,632	+7.0	98	Mon	\$1.50	\$10,000	\$14,000	\$28,000	
Ebony	1,271,517	+0.5	80	Mon	1.00	10,638	16,443	32,886	
Life	1,226,140*	DNA	46	Mon	1.50	15,000	19,860	39,720	
National Geographic	10,249,748	+2.9	99	Mon	1.25	54,280	74,365	148,730	
New Yorker Mag	498,636	+0.5	91	Wkly	1.00	7,800	12,000	24,000	
Picpele	2,312,444	-0.3	16	Wkly	60	19,000	24,300	48,600	
Reader's Digest	18,094,192	-1.1	92	Mon	95	64,500	77,500	154,000	
Saturday Evening Post	655,514	+16.9	62	9xYr	1.25	5,370	7,787	15,574	
Saturday Review	526,031	-0.8	98	Wkly	1.00	4,900	6,750	13,500	
Smithsonian	815,237	+7.9	99	Mon	1.25	15,000	22,500	45,000	
TU Guide	19,547,763	-1.7	38	Wkly	35	55,000	65,000	110,000	
US Magazine	848,343	+18.2	20	Bi-Wk	75	6,500	8,330	16,660	
SELECTIVE EDITORIAL									
New York	405,019	+3.7	93	Wkly	1.00	6,500	10,150	20,300	
New West	300,903	-6.0	91	Bi-Wk	1.00	4,835	7,495	14,990	
Omni	750,000*	DNA	12	Mon	2.00	9,375	14,065	28,130	
Psychology Today	1,175,323	+0.3	85	Mon	1.25	14,540	20,990	41,980	
Scientific American	685,521	+0.9	77	Mon	1.50	8,800	13,200	26,400	
Signature	606,313	-2.1	100	Mon	1.00	5,610	6,780	13,560	
Travel & Leisure	879,845*	+10.4	100	Mon	1.00	11,560	15,260	30,520	
NEWSWEEKLIES									
Newsweek	2,934,083	-0.8	92	Wkly	1.25	29,275	45,665	91,330	
Sports Illustrated	2,287,159	-2.1	96	Wkly	1.25	25,900	40,405	80,810	
Time	4,314,279	+0.1	93	Wkly	1.25	40,960	63,995	127,990	
U.S. News & WR	2,067,321	-1.6	96	Wkly	1.00	19,800	31,250	62,500	
BUSINESS									
Barron's	225,467	+3.1	71	Wkly	75	5,960			
Black Enterprise	137,155	DNA	99	Mon	1.25	6,500	8,310	16,620	
Business Week	805,936	+5.8	97	Wkly	1.25	15,560	23,340	46,680	
Forbes	676,846	+1.5	98	Bi-Wk	1.50	10,990	16,680	33,360	
Fortune	676,117	+4.2	96	Bi-Wk	2.00	14,650	22,270	43,200	
Inc.	400,000*	DNA	#	Mon	0	8,800	12,760	25,520	
Industry Week	258,697	+2.5	#	Bi-Wk	1.50	6,240	8,424	16,848	
Money	845,048	+11.1	89	Mon	1.50	9,890	15,465	30,902	
MENS									
Esquire	651,960	-22.0	89	Bi-Wk	1.25	8,950	13,400	26,800	
Playboy	4,651,323	+3.1	5	Mon	2.00	22,565	34,075	68,060	
Playboy	5,538,559	+14.8	39	Mon	2.00	31,310	43,850	87,130	
SPORTS									
Golf Digest	970,118	+2.6	91	Mon	1.25	12,815	19,225	38,450	
Golf Magazine	709,358	-2.0	99	Mon	1.25	9,275	13,920	27,840	
Ski	417,230	-9.0	76	7xYr	1.25	7,990	10,970	21,940	
Skiing	464,184	-2.5	78	7xYr	1.00	8,875	12,050	24,100	
Sport	1,220,392	-6.5	87	Mon	1.00	10,975	16,016	32,032	
World Tennis	336,538	+1.9	90	Mon	1.00	6,175	9,265	18,530	
OUTDOOR									
Boating	188,357	-1.9	81	Mon	1.50	4,130	5,955	11,910	
Field & Stream	2,064,622	+1.1	93	Mon	1.00	15,400	22,960	45,920	
Flying	391,216	-2.9	81	Mon	1.25	8,225	12,345	24,690	
Guns & Ammo	488,245	+2.3	87	Mon	1.00	4,870	7,790	15,580	
Outdoor Life	1,731,896	-0.8	87	Mon	1.00	13,900	19,400	38,800	
Sports Afield	528,793	-7.5	77	Mon	1.50	5,500	7,840	15,680	
MECHANICS AUTOMOTIVE									
Car Craft	376,172	+6.2	38	Mon	1.50	4,500	7,200	14,400	
Car & Driver	727,633	-0.3	73	Mon	1.25	12,595	19,935	39,870	
Cycle	477,333	+0.1	70	Mon	1.00	9,540	13,215	26,430	
Motorcyclist	165,909	+10.0	56	Mon	1.25	2,715	4,345	8,690	
Hot Rod	876,193	+9.2	57	Mon	1.25	10,200	16,320	32,640	
Mechanix Illustrated	1,751,641	+2.8	86	Mon	1.00	12,920	18,280	36,560	
Motor Trend	758,394	+1.0	71	Mon	1.25	11,240	18,000	36,000	
Popular Mechanics	1,636,363	-2.1	76	Mon	1.00	12,690	17,990	35,980	
Popular Science	1,801,605	-3.3	83	Mon	1.50	14,205	20,150	40,300	
Road & Track	592,650	+5.1	56	Mon	1.50	9,115	14,330	28,660	
WOMEN'S									
Ms.	518,612	+1.7	86	Mon	1.00	5,910	7,925	15,850	
New Woman	1,068,854	+16.0	29	Bi-Mo	1.50	7,500	10,000	18,000	
Parents' Magazine	1,441,393	-4.9	99	Mon	1.00	14,780	18,915	37,830	
Working Woman	265,029	+97.2	86	Mon	1.50	4,025	5,600	11,200	
WOMEN'S SERVICE									
Better Homes & Gardens	8,007,202	-0.3	91	Mon	1.00	47,945	57,990	115,980	
Family Circle	7,611,578	-8.0	0	17xYr	55	44,960	53,700	107,400	
Good Housekeeping	5,178,296	-0.4	67	Mon	1.25	33,130	41,575	83,150	
Ladies Home Journal	5,633,128	-6.1	83	Mon	1.25	30,240	37,425	74,850	
McCall's	6,502,880	+0.0	87	Mon	1.25	38,675	47,500	95,000	
Redbook	4,450,806	+0.4	78	Mon	1.25	25,145	33,375	66,750	
Woman's Day	7,535,855	-5.8	0	15xYr	55	44,960	53,840	107,680	
EPICUREAN									
Bon Appetit	1,115,563	+24.8	87	Mon	1.25	8,910	13,230	26,460	
Cuisine	772,797	+16.4	95	10xYr	1.25	8,000	11,200	22,400	
Gourmet	667,726	+0.4	77	Mon	1.00	6,500	11,500	23,000	
FASHION BEAUTY									
Cosmopolitan	2,766,627	+4.1	4	Mon	1.50	14,855	19,990	39,980	
Glamour	1,861,618	+3.7	42	Mon	1.50	11,650	16,400	32,800	
Harper's Bazaar	622,298	+11.3	45	Mon	1.25	7,300	10,550	21,100	
Mademoiselle	930,184	+8.8	35	Mon	1.50	7,375	10,775	21,550	
Vogue	970,084	-0.6	46	Mon	2.00	9,300	13,550	27,100	
SHELTER									
Apartment Life	830,377	+0.8	83	Mon	1.00	9,100	12,850	25,700	
House Beautiful	863,892	+4.4	61	Mon	1.00	10,395	15,225	30,450	
House & Garden	1,035,363	+0.4	64	Mon	1.25	12,725	18,700	37,400	

*Publisher's sworn statement

**For cost per M Readers, Page B&W and page 4 color see Reader characteristics and CPM page

Non-paid controlled circ

Source: ABC 6/30/79 SRDS 9/79

PROFILE OF MAGAZINES AND READERS

AVERAGE: MAGAZINE

About 140 Pages
58% of Ad Pages are 4 Color
4% of Ad Pages are 2 Color
38% of Ad Pages are Blk/Wht

READER

(Medians)
34.9 Year Old
Married
Lives in Suburbs
Owns their Single Family Home

% Editorial to Total Magazine

Science/Mech. 45.4% (43 to 47%)
Shelter 47.8% (38 to 59%)
Fashion 47.9% (41 to 59%)
Newsweeklies 47.9% (41 to 61%)
Outdoor 48.8% (45 to 54%)
Women's Service 49.5% (43 to 76%)
Romance 61.0% (55 to 62%)
Men's 67.4% (65 to 73%)

At Least Graduated HS
24% Are Above Average
HH Income
Reads 7 Different Mags per Month
No. of Reading Days: 24
Reading Time: 39 min./Reader
% Ad Page Exposure: 89%

Average 55 Mags: 51.3%

Source: MPA/TGI/Simmons

CITY MAGAZINES

CITY MAGAZINES

SELECTED PUBLICATIONS IN MAJOR MARKETS

			% Chg.	Page Cost (1x)		Median*	
	Freq.	Circ.	vs. 6/78	B&W	4 Color	Age	HH Inc.
		6/30/79					
NEW YORK							
Cue New York	26	245,430	-10.1%	\$3,970	\$5,590	38	\$22,200
New York Magazine	52	405,019	+ 3.7	6,500	10,150	40	29,400
LOS ANGELES							
Los Angeles	12	147,902	-1.4	2,525	3,370	42	32,300
New West	26	300,903	-6.0	4,835	7,495	37	21,100
CHICAGO							
Chicago	12	189,556	+ 16.1	2,980	4,780	37	32,300
SAN FRANCISCO							
San Francisco Focus	12	34,532	+ 4.7	1,690	2,390	50	26,600
PHILADELPHIA							
Philadelphia	12	140,360	+ 2.9	2,295	3,480	36	27,300
BOSTON							
Boston	12	75,462	+ 7.7	1,690	2,415	38	23,800
WASHINGTON, D.C.							
Washingtonian	12	95,216	+ 5.6	2,180	2,900	39	25,500
CLEVELAND							
Cleveland Mag.	12	55,577	+ 9.6	1,150	1,610	41	26,900
DALLAS-FT. WORTH							
Dallas Magazine	12	57,240	+ 10.0	980	1,430	42	DNA
PITTSBURGH							
Pittsburgh Mag.	12	57,771	+ 12.5	950	1,330	48	\$25,000
HOUSTON							
Home & Garden	12	69,720	+ 12.3	2,200	2,800	38*	36,800
ST. LOUIS							
St. Louis Mag.	12	30,341	+ 37.4	955	1,345	37	29,400
MINN.-ST. PAUL							
Minn.-St. Paul Mag.	12	32,886	DNA	1,130	1,550	39*	25,000
MIAMI							
Miami Magazine	12	16,289	DNA	1,004	1,414	41	37,900
ATLANTA							
Atlanta Mag.	12	39,597	+ 58.1	1,295	1,820	DNA	31,000
BALTIMORE							
Baltimore Mag.	12	44,053	+ 53.0	1,350	2,250	40	28,600
DENVER							
Denver Mag.	12	20,264	-2.4	930	1,240	39	23,500
HARTFORD-N. HAVEN							
Connecticut Mag.	12	60,094	-2.2	1,500	2,100	40	27,300
CINCINNATI							
Cincinnati Mag.	12	24,405	DNA	795	1,145	43	32,500

Industrial/Trade	Circulation	Yr. Ago	% Circ. Controlled	Audit	Issued
Advertising Age	75,318	+3.9	0	abc	wk
Air Cond. Heating & Ref. News	30,705	-2.2	0	abc	wk
American Banker #	16,172	-0.7	0	abc	dly
American City & County	44,876	-1.0	96	bpa	mo
American Journal of Nursing	340,962	+3.9	0	abc	mo
American Printer & Lithographer	70,705	+2.0	100	bpa	mo
Appliance	23,885	+3.9	100	bpa	mo
Architectural Record	55,869	+0.9	0	abc	mo
Army	119,713	+8.7	0	abc	mo
Automotive News	64,481	+5.5	0	abc	wk
Av. Week & Space Tech.	100,342	+3.5	0	abc	wk
Building Supply News	34,154	+0.1	100	abc	mo
Buildings	29,133	-2.2	100	bpa	mo
Chain Store Age (Exec. Comb.)	30,521	-0.2	93	abc	mo
Chemical Engineering	68,815	+1.2	0	abc	bi-wk
Chemical Week	53,019	±0.0	10	abc	wk
Commercial Car Journal	75,735	+0.8	100	bpa	mo
Consulting Engineer	32,184	+14.9	100	bpa	mo
Contract	27,549	-0.1	89	bpa	mo
Daily News Record #	27,131	+2.6	0	abc	dly
Datamation	110,099	±0.0	100	bpa	mo
Discount Store News	29,000	+0.5	12	abc	bi-wk
Electrical Const. & Maint.	72,674	+1.9	0	abc	bi-mo
Electronics	94,153	+2.3	0	abc	bi-wk
Engineering & Mining Journal	23,345	+1.1	0	abc	mo
Engineering News-Record	103,117	+1.3	0	abc	wk
Fleet Owner	104,277	+41.0	100	bpa	mo
Food Engineering (Comb.)	49,200	+5.4	95	bpa	mo
Forest Industries	24,967	+1.3	91	bpa	mo
Hardware Age	56,561	+0.6	49	abc	mo
HFD #	37,379	+4.9	0	abc	wk
Industrial Photography	40,018	+4.4	97	bpa	mo
Industrial Research/Development	103,901	+2.9	100	bpa	mo
Industry Week	258,697	+2.5	99	abc	bi-wk
Institutions	106,303	+1.0	99	bpa	2/mo
Iron Age	109,850	+0.1	96	bpa	wk
Jewelers' Circ.-Keystone	35,430	+12.8	0	abc	mo
Machine Design	135,855	+1.8	100	abc	28/yr
Marine Eng/Log	24,523	-4.9	56	abc	mo
Marketing & Media Decisions	24,072	-6.4	100	bpa	mo
Mart Magazine	45,900	-0.1	100	bpa	mo
Mod. Floor Coverings	20,992	+3.1	95	bpa	mo
Modern Packaging	52,048	+0.1	100	bpa	mo
Modern Plastics	49,466	+1.6	0	abc	mo
National Petroleum News	19,198	+0.7	0	abc	mo
National Underwriter (L&H)	13,094	+8.7	0	abc	wk
National Underwriter (P&C)	27,118	+4.5	0	abc	wk
Non-Foods Merchandising	17,988	+7.0	89	bpa	mo
Oil & Gas Journal	55,157	+0.6	0	abc	wk
Pit & Quarry	21,640	+1.4	100	bpa	mo
Plant Engineering	86,731	+0.4	100	abc	26/yr
Pollution Engineering	51,176	+0.2	100	bpa	mo
Power	51,434	+0.8	2	abc	mo
Production Engineering	90,985	+0.4	100	bpa	mo
Professional Builder & Apt. Bus.	109,273	+0.6	93	abc	mo
Progressive Grocer	83,174	-0.2	100	bpa	mo
Publishers Weekly	36,325	+4.1	0	a/c	wk
Pulp & Paper	20,801	+0.1	86	bpa	mo
Purchasing Magazine	88,643	+3.9	100	bpa	2/mo
Sales & Marketing Mgmt.	46,137	+5.9	0	abc	16/yr
Savings & Loan News	83,770	+9.2	0	abc	mo
Supermarket News	57,557	-1.5	0	abc	wk
Textile World	28,901	+1.7	84	bpa	mo
Toys Hobbies & Crafts	13,859	+0.4	51	abc	mo
Travel Weekly	34,088	+15.7	0	abc	2/wk
Women's Wear Daily #	68,416	+5.3	0	abc	dly
Business					
Barron's	225,467	+3.1	0	abc	wk
Business Week	805,936	+5.8	0	abc	wk
Forbes	676,846	+1.8	0	abc	bi-wk
Fortune	676,117	+4.2	0	abc	26/yr
Industry Week	258,697	+2.5	99	abc	bi-wk
Wall St. Journal	1,632,155	+6.8	0	abc	dly
Farm					
Farm Journal	1,335,050	-5.8	0	abc	mo
Progressive Farmer	973,047	+2.9	0	abc	mo
Successful Farming	725,063	-4.0	0	abc	13/yr

March 1979 ABC Audit.

Source: SRDS 9/79: ABC + BPA 6/79.

		Cost & Cost Per M Circulation									
Page B/W	\$	cpm	\$	% Color Premium	Page 4 ch	\$	cpm	\$	Bleed Premium	Closing B/W	Days Color
3,280	43.55	33	4,360	57.89	10	11	11				
4,000	130.27	18	4,700	153.07	5%	12	12				
2,525	156.13	20	3,025	187.05	N/C	3	6				
1,890	42.12	32	2,490	55.49	N/C	26	26				
3,085	9.05	42	4,385	12.86	N/C	31	31				
2,410	34.09	33	3,210	45.40	5%	36	36				
1,400	58.61	50	2,100	87.92	10%	25	25				
3,450	61.75	28	4,430	79.29	N/C	36	36				
1,950	16.29	28	2,500	20.88	5%	31	31				
2,400	37.22	29	3,100	48.08	N/C	12	10				
4,343	43.28	22	5,297	52.79	\$240	21	21				
2,475	72.47	34	3,310	96.91	N/C	52	52				
1,520	52.17	36	2,070	71.05	N/C	30	30				
2,780	91.08	41	3,930	128.76	10%	20	50				
3,375	49.04	40	4,710	68.44	\$240	28	28				
3,540	66.77	53	5,405	101.94	\$385	28	28				
3,170	41.86	29	4,090	54	N/C	32	32				
1,875	58.26	38	2,585	80.32	N/C	32	32				
1,385	50.27	52	2,110	76.59	10%	27	27				
3,192	117.65	29	4,107	151.38	—	3	21				
4,375	39.74	14	4,975	45.19	\$200	31	31				
5,333	183.88	19	6,358	219.22	N/C	25	30				
2,965	40.80	34	3,970	54.63	N/C	15	20				
2,905	30.85	17	3,395	36.06	N/C	24	24				
2,055	88.03	38	2,830	121.23	\$120	26	26				
3,210	31.13	40	4,500	43.64	N/C	21	28				
3,245	31.12	31	4,240	40.66	N/C	26	26				
2,170	44.11	35	2,935	59.65	\$100	32	32				
1,560	62.48	48	2,310	92.52	\$125	42	42				
1,950	34.48	41	2,745	48.53	N/C	32	32				
2,884	77.16	35	3,884	103.91	—	6	6				
2,395	59.85	29	3,080	76.97	\$110	31	31				
2,950	28.39	22	3,600	34.65	\$100	31	31				
6,240	24.12	35	8,424	32.56	N/C	28	28				
4,560	42.90	23	5,620	52.87	N/C	41	41				
3,128	28.48	28	4,018	36.58	N/C	18	18				
1,770	49.96	42	2,520	71.13	10%	26	26				
3,450	25.39	30	4,490	33.05	N/C	30	30				
1,075	43.84	70	1,830	74.62	\$50	26	54				
2,050	85.16	43	2,930	121.72	10%	31	31				
3,600	78.43	19	4,295	93.57	\$150	21	21				
1,669	79.08	59	2,635	125.52	10%	15	15				
2,675	51.39	30	3,475	66.77	10%	31	31				
3,075	62.16	38	4,245	85.82	10%	31	31				
2,055	107.04	40	2,880	150.01	N/C	21	21				
1,049	80.11	74	1,824	139.30	\$65	18	18				
1,049	80.11	74	1,824	139.30	\$65	19	19				
1,695	94.23	44	2,445	135.92	\$180	25	25				
2,150	38.99	39	3,000	54.39	\$75	21	21				
1,525	70.47	38	2,100	97.04	\$110	21	21				
3,855	44.45	25	4,805	55.40	\$100	30	30				
2,495	48.75	28	3,195	62.43	\$150	21	21				
2,770	53.86	29	3,580	69.60	N/C	31	31				
3,180	34.95	28	4,065	44.68	N/C	30	30				
4,330	39.63	23	5,305	48.55	N/C	42	42				
5,160	62.04	31	6,770	81.40	10%	31	31				
1,250	34.41	88	2,350	64.99	N/C	10	17				
1,410	67.79	46	2,060	99.03	\$120	31	31				
3,395	38.30	24	4,225	47.66	N/C	29	29				
2,850	61.77	31	3,730	80.85	10%	22	22				
1,950	23.28	31	2,550	30.44	N/C	31	31				
5,670	98.51	22	6,945	120.66	5%	5	6				
1,830	63.32	38	2,530	87.54	\$100	20	20				
1,620	116.89	48	2,405	173.53	15%	21	21				
2,575	75.54	47	3,795	111.33	20%	11	11				
3,547	51.84	30	4,602	67.26	—	3	21				
5,961	26.44	—	—	—	—	5	—				
15,560	19.31	50	23,340	28.96	15%	28	35				
10,990	16.24	52	16,680	24.64	15%	28	35				
14,650	21.67	52	22,270	32.94	15%	48	55				
6,240	24.12	35	8,424	32.56	N/C	28	28				
36,266	22.22	—	—	—	—	2	—				
20,535	15.38	41	28,950	21.68	N/C	46	61				
12,075	12.41	41	17,035	17.51	N/C	46	46				
12,050	16.62	38	16,640	22.95	N/C	46	46				

NATIONAL NEWSPAPERS

CIRCULATION AND RATES

NATIONAL NEWSPAPERS	Circulation (000)	% Page Blk/Wk	CPM	Page Blk/Wk	CPM
Christian Science Monitor	169.4	\$1,410	\$8.32	\$2,820	\$16.65
Grit	1,001.5	4,000	3.99	8,000	7.99
National Enquirer	5,011.6	8,690	1.73	16,600	3.31
Wall Street Journal	1,632.2	18,132	11.11	36,266	22.22
Star	3,160.4	6,150	1.95	12,300	3.89

Source: SRDS October 1979

DAILY NEWSPAPERS

NEWSPAPER NET REACH ESTIMATOR

(Daily Reach of an Evening and Morning Newspaper)

NET REACH* OF NEWSPAPER B

NET REACH* OF NWSP. A	15%	20%	25%	30%	35%	40%	45%	50%
75%	79.0	80.5	82.0	84.0	85.5	87.5	89.5	91.0
70%	74.5	76.0	78.0	80.0	82.0	84.0	86.0	88.0
65%	70.0	72.0	74.0	76.0	78.5	80.5	83.0	85.0
60%	65.5	67.5	70.0	72.6	75.0	77.5	80.0	82.5
55%	61.0	63.5	66.0	68.5	71.5	74.0	77.0	79.5
50%	56.5	59.5	62.5	65.0	68.0	71.0	74.0	77.0
45%	52.0	55.5	58.5	61.5	64.5	67.5	71.0	74.0
40%	47.5	51.0	54.5	57.5	61.0	64.5	67.5	71.0
35%	43.0	47.0	50.5	54.0	57.5	61.0	64.5	68.0
30%	38.5	42.5	46.5	50.5	54.0	57.5	61.5	65.0
25%	34.5	38.5	42.5	46.5	50.5	54.5	58.5	62.5
20%	30.5	34.5	38.5	42.5	47.0	51.0	55.5	59.5
15%	26.0	30.5	34.5	38.5	43.0	47.5	52.0	56.5
10%	21.5	26.0	30.5	35.0	39.5	44.0	49.0	53.5
5%	17.0	21.5	26.5	31.0	36.0	41.0	46.0	50.5

* % Circulation to Households in Market

Source: Newspaper Advtg. Bureau

ESTIMATED REACH USING 2 TO 5 ISSUES

DAILY READERSHIP
(% of Adults Reading
Each Weekday)

NUMBER OF ISSUES

		1	2	3	4	5
25%	% Reach Av. Freq.	25% 1.0	29% 1.7	31% 2.4	33% 3.1	34% 3.7
35%	R F	35 1.0	41 1.7	44 2.4	46 3.1	47 3.7
40%	R F	40 1.0	46 1.7	50 2.4	52 3.1	54 3.7
45%	R F	45 1.0	52 1.7	56 2.4	58 3.1	60 3.8
50%	R F	50 1.0	58 1.7	62 2.4	65 3.1	66 3.8
55%	R F	55 1.0	64 1.7	68 2.4	71 3.1	73 3.8
60%	R F	60 1.0	70 1.7	74 2.4	77 3.1	79 3.8
65%	R F	65 1.0	75 1.7	80 2.4	83 3.1	85 3.8

Source: Newspaper Advtg. Bureau

MAJOR NEWSPAPERS IN TOP 20 MARKETS (ADI)

ADI MARKET	Edition*	DAILY EDITION			SUNDAY EDITION	
		ADI Circ.	% Cov.	Lines Per Page	No. Ad Columns	ADI Circ. % Cov.
1. New York						
N.Y. News	M	1,622,603	25	1,200	6	2,199,352 34
N.Y. Times	M	651,584	10	2,700	9	976,353 15
N.Y. Post	E	610,003	9	1,200	6	— —
2. Los Angeles						
L.A. Times	M	932,353	23	2,400	8	1,190,078 29
L.A. Herald-Exam.	E	310,411	7	2,240	8	307,623 7
3. Chicago						
Ch. Sun Times	M	587,566	21	1,200	6	679,606 24
Ch. Tribune	AD	670,067	23	2,790	9	1,021,311 36
4. Philadelphia						
Phila. Inquirer/News	ME	614,626	25	1,890/910	6/5	**772,082 32
Phila. Bulletin	E	493,037	20	1,800	6	563,878 23
5. San Francisco						
S.F. Examiner/Chronicle	ME	520,920	27	2,408	8	537,675 28
San Jose Mercury/News	ME	199,987	10	2,408	8	234,224 12
6. Boston						
Boston Globe	AD	436,148	24	2,700	9	576,145 32
Boston Her. Amer.	M	248,689	14	2,700	9	327,089 18
7. Detroit						
Detroit News	E	607,108	38	2,790	9	762,872 47
Detroit Free Press	M	471,914	29	2,400	8	497,400 31
8. Washington, D.C.						
Washington Post	M	510,881	37	2,781	9	711,962 51
Washington Star	E	319,012	23	2,781	9	300,505 22
9. Cleveland						
Cleveland Plain Dir.	M	358,727	26	2,700	9	437,671 32
Cleveland Press	E	319,407	23	2,835	9	— —
10. Dallas-Fort Worth						
Dallas News	M	243,854	21	2,700	9	299,464 26
Dallas Times Her.	E	240,085	20	2,709	9	330,054 28
11. Pittsburgh						
Pittsburgh Press/ Post Gazette	M/E	437,406	38	2,835	9	603,390 52
12. Houston						
Houston Chronicle	E	311,139	29	2,700	9	394,948 36
Houston Post	M	285,019	26	2,700	9	335,468 31
13. Minneapolis-St. Paul						
Minn. Star Tribune	ME	404,015	41	1,806	6	#486,479 49
St. Paul Dispatch/ Pioneer Press	ME	204,506	21	1,818	6	215,969 22
14. St. Louis						
St. Louis Post- Dispatch	E	242,240	24	2,790	9	407,584 41
St. Louis Globe- Democrat	M	241,243	24	2,790	9	236,727 24
15. Miami						
Miami Herald News	ME	425,910	45	1,890	6	436,526 46
Ft. Lauderdale News-Sun-Sent.	E	136,592	14	1,890	6	141,912 15
16. Atlanta						
Atlanta Journal/ Constitution	ME	496,756	43	2,408	8	458,227 49
17. Tampa-St. Petersburg						
St. Petersburg Times, Independ.	ME	234,856	26	2,408	8	244,875 27
Tampa Tribune Times	ME	200,515	22	2,835	9	207,807 23
18. Seattle-Tacoma						
Seattle Times	E	240,258	26	1,890	6	314,891 34
Seattle Post- Intelligencer	M	174,643	19	2,240	8	220,911 24
19. Baltimore						
Baltimore Sun, Evening Sun	ME	331,604	41	2,700	9	343,902 43
Balt. News Amer.	E	158,964	20	2,700	9	227,413 28
20. Hartford-New Haven						
Hartford Courant	M	208,095	27	2,400	8	270,753 35
New Haven Register/ Journal-Cour.	ME	133,433	17	2,673	9	134,906 17

* M—Morning; E—Evening; ME—Morn. + Eve. Combination; AD—All Day.

Minn. Star

** Phila. Inquirer

Source: SRDS, Sept. 1979; Circulation 79/80.

CUMULATIVE CIRCULATION AND RATES OF LEADING DAILY NEWSPAPERS

Metro Markets	Number of Papers*	% Metro H.H. Covered	Black and White (Nat'l Rates)				
			Metro Market Circ. (000)	Total Circ. (000)	Open Line Rate	Cost of 1,000 Lines	Cost of One Page
Top 10	10	32%	5,562	7,134	\$ 46.68	\$ 45,820	\$ 96,974
Top 20	20	36	8,798	10,867	72.90	71,740	155,758
Top 25	25	38	10,184	12,641	85.77	84,600	183,338
Top 30	30	39	11,522	14,181	94.86	93,520	204,149
Top 40	40	41	13,666	16,721	110.99	108,730	243,265
Top 50	50	43	15,402	18,895	127.15	124,670	284,610
Top 60	60	44	16,884	20,628	140.57	137,960	316,212
Top 70	70	45	18,167	22,304	154.47	151,845	348,765
Top 75	75	45	18,618	22,823	159.20	156,571	358,888
Top 80	80	45	19,051	23,401	164.08	161,421	370,095
Top 90	90	45	19,810	24,366	171.81	169,151	389,876
Top 100	100	46	20,559	25,330	179.90	177,241	409,356
Top 125	125	47%	22,345	27,668	200.27	197,611	457,083
Top 150	150	47	23,671	29,366	218.08	215,211	495,688
Top 175	175	48	24,758	30,830	233.66	230,789	531,015
Top 200	200	48	25,608	31,899	246.51	243,610	560,226
Top 225	225	49%	26,333	32,911	259.19	256,290	587,138
Top 250	250	49	27,030	33,886	270.05	267,148	611,297
Top 275	275	49	27,599	34,701	280.40	277,492	633,438
All 300	300	49	28,029	35,339	288.99	286,052	652,451

*Morning and evening newspaper combinations counted as one.

Source: SM Survey of Buying Power, 1978; ANM Circulation '78; SRDS, September, 1978

SUNDAY SUPPLEMENTS

SUNDAY SUPPLEMENTS

SUPPLEMENTS	Number of Papers	CIRCULATION AND RATES				
		Circulation (000)	Page Blk/Wh	CPM	Page 4 Color	CPM
Family Weekly	352	11,942.6	\$66,555	\$5.57	\$75,800	\$6.35
Parade	129	21,431.7	113,645	5.30	139,700	6.52
Sunday	49	21,734.0	140,212	6.45	170,574	7.85
New York Times Magazines	1	1,435.3	9,210	6.42	14,040	9.78

Source: SRDS October 1979

SUNDAY SUPPLEMENTS AVERAGE ISSUE AUDIENCE

	Family Weekly		Parade		Sunday		New York Times Magazine	
	(000)	%Comp	(000)	%Comp	(000)	%Comp	(000)	%Comp
Adult's	24,672	100.0	39,124	100.0	45,455	100.0	4,482	100.0
Men	11,532	46.7	19,141	48.9	22,281	49.0	2,409	53.7
Men 18-49	7,181	62.3*	12,321	64.4*	14,789	66.4*	1,799	74.7*
Women	13,140	53.3	19,984	51.1	23,174	51.0	2,073	46.3
Women 18-49	7,585	57.7*	12,231	61.2*	14,507	62.6*	1,426	68.8*
% Coverage	Men	Women	Men	Women	Men	Women	Men	Women
Ages								
18+ yrs.	15.4	16.2	25.6	24.6	29.8	28.6	3.2	2.6
18-24 yrs.	12.6	12.4	21.3	20.6	28.9	26.9	3.5	2.4
25-34 yrs.	13.7	15.8	25.6	23.7	29.1	26.9	3.6	3.2
35-49 yrs.	16.7	16.7	26.9	28.2	31.3	32.7	3.7	2.8
50-64 yrs.	15.4	17.0	29.6	26.2	33.2	29.9	3.2	2.8
65+ yrs.	20.6	18.2	22.8	22.2	24.0	24.1	1.2	1.0
18-49 yrs.	14.5	15.2	24.9	24.4	29.8	29.0	3.6	2.9
Household Income								
\$25,000+	16.6	16.5	32.8	30.7	39.5	37.3	6.2	5.2
\$20,000-\$24,999	15.5	16.9	27.3	29.9	29.5	32.8	2.4	2.9
\$15,000-\$19,999	14.5	18.6	27.1	27.2	28.1	27.3	1.6	2.7
\$10,000-\$14,999	16.0	16.6	20.7	21.1	24.6	26.6	2.4	1.7
\$ 5,000-\$ 9,999	13.8	15.8	20.3	21.5	25.1	23.9	1.7	1.7
Under \$5,000	13.4	12.1	11.6	15.8	16.1	19.5	.9	1.0

*% of Total Adult Men/Women

Source: 1979 SMRB

SUNDAY COMICS

CIRCULATION AND RATES

	Number of Papers	Circulation (000)	% Pg 4 Ctr	CPM	Page 4 Ctr	CPM
COMICS						
METRO						
Basic Group & Selectives	85	22,229.1	\$88,507	\$3.98	\$177,012	\$7.96
PUCK						
National Network	57	13,617.7	\$58,776	\$4.32	\$132,211	\$9.71
American Network	67	4,489.1	\$8,410	4.10	45,258	10.30
Pacific Group	11	2,643.6	12,522	4.74	27,355	10.35
California/Nevada/Washington Group	15	771.3	2,910	3.84	7,583	9.83

Source: SRDS October 1979

SUNDAY COMICS

AVERAGE ISSUE READER COMPOSITION—ADULTS

	% Composition Sunday Comics	U.S. Pop.	Comics Index
ADULTS 18+	100.0	100.0	100
Age:			
18-24	18.8	18.3	103
25-34	21.8	22.3	98
35-44	17.4	16.0	109
45-54	15.8	15.2	104
55-64	13.6	13.6	100
65+	12.6	14.7	86
Education			
Grad College	15.8	14.1	111
Att'd College	18.5	16.1	115
Grad High School	40.5	38.6	107
Att'd H.S. 1-3 Yrs.	14.8	15.7	94
Did Not Att'd H.S.	10.4	16.1	65
Household Income			
\$35,000+	12.6	11.1	114
\$25,000+	30.6	28.5	115
\$20,000+	45.7	39.5	116
\$15-\$19,999	15.4	14.8	104
\$10-\$14,999	20.5	21.6	95
\$5-\$9,999	11.7	14.3	82
Under \$5,000	6.7	9.7	69

Source: 1979 SMRB

OUTDOOR

8 SHEET COSTS IN SELECTED MAJOR MARKETS—1980

	#100 Coverage		#50 Coverage	
	Panels*	Cost/Month	Panels*	Cost/Month
New York City	400	24,000	200	12,000
Chicago	350	31,000	175	10,500
Philadelphia	300	15,000	150	7,500
Detroit	125	4,875	70	2,730
Houston	230	14,260	120	7,560
Dallas	100	6,000	50	3,000
Baltimore	200	11,200	100	5,600
San Antonio	80	4,400	40	2,260
Phoenix	96	1,360	48	1,920
Milwaukee	140	7,840	70	3,920
Memphis	100	5,500	60	3,300
Cleveland	200	11,400	100	5,700
Boston	75	4,050	40	2,160
New Orleans	120	6,360	65	3,445

* 8 Sheets measure 6' high by 12' wide with physical proportions and appearance identical to 30-sheet units. They are attached to the walls of retail outlets in city and suburban shopping areas or may be free-standing. It should be noted that there are several cities in the top 100 where no 8-sheet facilities exist at this time.

Source: Outdoor Representatives Co.

OUTDOOR ADVERTISING COSTS—1979

Rank	ADI	#25 Showing		#50 Showing		#100 Showing	
		Panels	Cost/Month	Panels	Cost/Month	Panels	Cost/Month
1	New York	386	\$78,314	660	\$141,115	1,169	\$242,309
2	Los Angeles	157	35,392	300	68,802	583	134,702
3	Chicago	163	28,609	284	52,991	529	101,967
4	Philadelphia	221	45,302	367	76,479	655	133,671
5	San Francisco	79	16,889	145	32,151	277	62,153
6	Boston	132	\$21,576	223	\$38,828	413	\$73,937
7	Detroit	120	22,521	176	37,126	315	68,756
8	Washington, D.C.	78	9,214	102	13,069	180	23,041
9	Cleveland	144	21,594	224	37,651	416	72,721
10	Dallas-Ft. Worth	186	19,826	248	29,072	417	51,317
11	Pittsburgh	145	\$15,964	197	\$23,744	322	\$42,032
12	Houston	102	13,494	165	23,018	306	43,968
13	St. Louis	224	24,801	266	33,780	434	59,727
14	Minneapolis-St. Paul	215	25,187	272	35,727	446	61,933
15	Miami	37	7,400	74	14,800	148	29,600
16	Atlanta	134	\$18,476	204	\$28,499	374	\$50,072
17	Tampa-St. Petersburg	74	10,236	114	16,712	204	30,428
18	Seattle-Tacoma	56	10,109	92	17,066	186	34,480
19	Baltimore	56	8,586	95	15,484	177	29,841
20	Indianapolis	166	17,870	201	23,382	325	39,832
21	Denver	50	\$7,605	70	\$11,470	121	\$20,809
22	Portland, Ore.	76	13,998	108	20,218	194	36,478
23	Hartford-New Haven	70	11,411	117	19,283	218	35,862
24	Sacramento-Stockton	57	8,784	89	14,965	160	27,522
25	Milwaukee	107	14,828	159	23,574	277	42,550
Total—Top 10 Markets		1,666	\$299,236	2,729	\$527,303	4,943	\$965,593
—Top 20 Markets		2,875	451,383	4,409	759,514	7,865	1,387,507
—Top 30 Markets		3,758	568,149	5,659	936,921	9,999	1,702,872
—Top 40 Markets		4,747	677,208	6,894	1,081,388	12,036	1,946,820
—Top 50 Markets		5,623	778,771	8,012	1,217,057	13,865	2,178,337
—Top 100 Markets		9,434	1,170,686	12,615	1,705,499	21,025	2,949,635

Source: OHMS

ESTIMATED 4-WEEK OUTDOOR REACH—30 DAYS

Average Frequency of Exposure Opportunity

	#25 Showing		#50 Showing		#100 Showing	
	% R.	Freq.	% R.	Freq.	% R.	Freq.
Adults						
18-24	72.6	7	81.2	13	86.7	24
25-34	80.1	8	86.2	15	91.2	28
35-44	78.6	9	87.6	16	91.3	30
45-54	73.6	7	81.4	13	86.3	24
55+	70.6	7	80.2	12	86.2	22
	63.4	6	73.3	10	80.5	17
Men						
18-24	73.1	8	80.8	15	85.8	29
25-34	79.3	9	85.1	17	89.6	32
35-44	78.9	10	87.5	19	91.1	36
45-54	74.2	8	80.2	15	84.8	28
55+	71.6	8	80.2	14	85.3	26
	67.7	6	71.9	11	79.0	20
Women						
18-24	72.2	6	81.2	11	87.5	20
25-34	80.8	7	87.2	13	92.7	24
35-44	78.3	7	87.7	13	91.5	25
45-54	73.1	6	82.7	11	87.7	20
55+	69.7	6	79.8	10	87.0	18
	63.3	5	74.3	8	81.6	15

Source: TGI

TELEPHONE DIRECTORY ADVERTISING

May be in either Alphabetical Sections (white pages) or Classified Section (yellow pages). In the U.S. there are approximately 5,300 local directories with a combined circulation of 220 million. They reach 83% of the households and every business firm.

Markets:	1-10	1-25	1-50	1-100
No. of Directories	132	254	438	734
Directory—Area Pop'l (000)	51,848	81,119	106,822	134,275
Annual Costs:				
Bold Listing	\$ 7,523	\$13,796	\$ 21,241	\$ 33,321
Trade Name Listing	\$ 8,953	\$16,456	\$ 26,057	\$152,009
Trade Mark Ad	\$36,094	\$64,379	\$ 97,236	\$147,806
1/16 pg. Display Ad	\$54,502	\$100,339	\$152,009	\$227,565

Source: R.H. Donnelley Corp.

YELLOW PAGES USER
DEMOGRAPHIC CHARACTERISTICS

CONSUMER:		% Using Yellow Pages	Frequency of Use (Year)
Sex			
Men	Men	81.5	37.0
	Women	81.8	32.7
Age			
20-39	20-39	88.1	43.4
	40+	76.6	27.7
Household Income			
under \$10,000	under \$10,000	72.1	37.2
	\$10,000—14,999	78.2	34.3
	\$15,000 and over	90.0	33.6
Family Size			
1 or 2 persons	1 or 2 persons	76.2	32.3
	3 or 4 persons	85.0	37.7
	5 or more	85.9	33.5

85% of these references result in some form of follow-up action

INDUSTRIAL 90% of the buyers in manufacturing firms use the Yellow Pages. They refer to them an average of 86 times a year. 9 out of 10 of these references result in follow-up action.

Source: Chilton Research Services
Fall 1976

% OF U.S. ADULTS WHO REFERRED
TO YELLOW PAGES WHEN CONSIDERING
THE USE OR PURCHASE OF:

	(Top 10 Categories)
Restaurants (other than Fast Food)	23.9%
Building Supplies/Constr. Material	18.2
Fast Food Restaurants	14.7
TV Set Repairs	13.0
Household Appliance Repairs	12.4
Auto Insurance	12.0
Auto/Truck Repair	9.3
Plumbing Services	8.7
Tires	8.4
TV Set Purchase	7.6

Source: TGI 1978

INDUSTRIAL—90% of the buyers in manufacturing firms use the Yellow Pages. They refer to them an average of 86 times a year. Of these references, 9 out of 10 result in follow-up action.

Source: Chilton Research Services

ADI (Area of Dominant Influence)—An exclusive geographic area assigned to each TV market that consists of only the counties in which the home-market stations have a dominance of the total hours of viewing.

AUDIENCE (as measured for magazines)

AVERAGE ISSUE AUDIENCE—People who claim that they read or looked into an issue of a particular publication. Reader surveys using the Through-The-Book or Editorial Interest technique attempt to estimate average issue audience by determining the readers of a *specific issue* of the publication. Surveys based on Recall of Recent Reading attempt to estimate average issue audience by determining whether *any issue* of the publication had been looked at during a recent period of time.

PRIMARY AUDIENCE—People who claim that they read or looked into an issue of a particular publication who 1) personally purchased the copy or obtained it by subscription, or who 2) live in households in which another member purchased or subscribes to the publication.

PASS-A-LONG AUDIENCE—People who claim that they read or looked into an issue of a particular publication and received it either from the original purchaser or subscriber (but is not a member of that household), or from a third party, or had access to it in some public place.

IN HOME AUDIENCE—People who claim that they read or looked into an issue of a particular publication and did so In Their Own Home.

OUT-OF-HOME AUDIENCE—People who claim that they read or looked into an issue of a particular publication and did so only in places outside their home; e.g. while commuting (or other travel), at work, in someone else's home, library, reception room, etc.

TOTAL AUDIENCE—All people who claim that they read or looked into an issue of a particular publication, including Primary Readers, Pass-A-Long Readers, including those who read either In-Home or Out-of-Home.

AUDIENCE (as measured for broadcast media)

AVERAGE AUDIENCE RATING—An estimate of a program's audience size expressed as a percent of the total homes or people in the survey area. Usually used to indicate the potential audience to a single commercial.

NIELSEN AVERAGE AUDIENCE RATING—% of total U.S. TV homes tuned to a network program during the Average Minute of the telecast. This measurement is made by an automatic electronic recording device called an Audimeter which produces minute-by-minute records of tuning for each TV set in the sample home.

CATV (Community Antenna Television or Cable Television)—Systems that receive signals (transmitted over the air by TV/radio stations) and amplify, and distribute these broadcasts by wire or cable into subscribing households who pay for such services. Many facilities transmit broadcasts to distant markets or into remote areas.

CPM (Cost Per Thousand)—The cost of advertising to reach 1,000 homes or people. To compute, divide the cost by the audience (in thousands) delivered by the medium. eg: if a prime time network TV announcement of 30 sec. length cost \$50,000 and the program carrying the commercial reached 14,600,000 TV homes, the CPM Homes Reached would be \$3.42 (\$50,000 ÷ 14,600). Used to indicate the relative cost efficiency of media vehicles and schedules.

CIRCULATION

PRINT—The number of copies of an issue sold or distributed (if free). **BROADCAST**—The number of different households or individuals within a station's signal area that tune in sometime during a day or week.

COVERAGE—In reference to Print Media, it indicates the percent of a population group that is reached by the average issue of a publication.

CUMULATIVE AUDIENCE (Cume, Net Reach, Unduplicated Reach)—Net, unduplicated number of households or people reached one or more times by an advertising schedule. Usually used in conjunction with Frequency of Exposure, i.e., how many times the same people are reached during the period of advertising. (see Frequency)

DEMOGRAPHIC CHARACTERISTICS (Demos)—A broad term that refers to the various socio-economic characteristics of a group of households or group of individuals, e.g., sex, age, education, income, family size, etc. of the audience reached by the advertising.

DUPLICATION—a) Reaching the same people more than once with an advertising schedule, and b), as generally referred to in Print, the number of readers of Publication A who also read Publication B, and/or also read Publication C, etc.

EXPOSURE (Exposure Opportunity, Vehicle or Issue Exposure, Ad Exposure)—

As each media vehicle (a magazine or telecast of a program) generates an audience, that vehicle is fulfilling the function of providing the advertising it carries with an *opportunity to be exposed* to the individuals in its audience. Most of the media audience measurements produced by syndicated research services report only *vehicle exposure* (ie: the estimated number of people who read or looked into an issue of a magazine, or listened to a radio station, etc.). It is generally inferred that at least most of these people were *also exposed* to the advertising.

FREQUENCY

AVERAGE FREQUENCY—The average number of advertising messages to which households (or persons) reached by a schedule are exposed during the period of advertising. Since this indicates only the *average* situation, it should be remembered that many of the people may receive only *light exposure* while others may be very heavily exposed. This variation in message exposure can be observed by computing the Frequency Distribution.

FREQUENCY DISTRIBUTION—A tabulation of the Net Unduplicated audience reached, showing the number of people who were exposed to the advertising message only once, and the number who were exposed twice, and three times...and 10 times, etc. This distribution of exposure-frequency is useful in indicating whether the schedule achieved the desired frequency, e.g., how many people were exposed 6 or more times in a four-week period.

GRP

(Gross Rating Points)—A straight arithmetic total of the ratings (household or people ratings) attributed to each of the programs that make up a broadcast schedule. For example, a schedule that delivers 100 GRP's can be comprised of 5 nighttime TV programs, each of which has a 20.0 rating (20.0 added 5 times = 100 GRP's); or the schedule can be made up of 20 daytime programs, each of which has a 5.0 rating (5.0 added 20 times = 100 GRP's).

Note that although GRP's may be used to denote advertising weight in terms of Gross Exposure Opportunities, GRP's alone are not reliable indicators of *Net* audience reached (e.g., the two 100 GRP schedules described above would deliver significantly different Net audiences).

HUT

(Homes Using Television)—Percent of total TV households with one or more sets tuned in to all television stations during a given time period.

OUTDOOR POSTER #100 SHOWING—This term represents the number and distribution of outdoor poster panels which, in the Plant Operator's opinion, are required to generate gross circulation in one day equal to the adult population of the market. The number of posters in a #100 Showing will vary from market to market.

PVT

(Persons Viewing Television)—The percentage of individuals viewing all television stations (network, independent and/or public broadcast) during a given time period. It indicates total persons tuned to TV in general, rather than to specific programs.

RATING (see Average Audience Rating)

REACH (see Cumulative Audience)

SHARE OF AUDIENCE (Share)—The number of homes or people tuned to a particular program expressed as a percentage of the total number that were using their TV/Radio sets when that program was on the air. It indicates the relative strength of each program vs. the other programs that are competing for audience during the same time period. May be computed, if the program's RATING and the % of Homes Using TV (HUT) are known, by dividing the RATING (20.0) by the HUT (60.0) = SHARE (33.3%).

STANDARD ERROR (Statistical Error)—Since the audience estimates produced by media research services are based on *samples* of the population rather than the *entire* population, these survey results are subject to Sampling Variation. "Standard Error" is a calculation of the degree to which a survey result (based on only a sample) will differ from the result that would have been obtained if everyone in the population was measured.

The range of sampling error is often expressed in terms of "One Standard Error" or "Two Standard Errors".

One Standard Error (1 Sigma Tolerance)—An error range that is given this designation indicates that the chances are about 68 out of 100 (68%) that an estimate from a probability sample of X size will not differ from a complete census by more than One Standard Error (plus or minus Y). For example, based on a sample of about 1000, a national TV rating of 25.0 could be subject to an error of ± 1.4 (i.e., could range from a high of 26.4 to a low of 23.6).

Two Standard Errors (2 Sigma Tolerance)—An error range that is given this designation indicates that the chances are about 95 out of 100 (95%) that an estimate from a probability sample would not be more than twice the Standard Error, i.e., continuing the example above, ± 2.7 or ranging from 27.7 to 22.3. The Two Standard Error calculation is the confidence level generally used in media research.

ASSOCIATION AND INDUSTRY GROUPS

Abbreviation	Name/Address	Director	Telephone
AAA	American Association of Advertising Agencies 200 Park Avenue New York, NY 10017	Leonard Matthews, Pres.	(212) 682-2500
ABC	Audit Bureau of Circulations 123 North Wacker Drive Chicago, Ill. 60606	Alan T. Wolcott Pres. & Mng. Dir.	(312) 236-7994
ABP	American Business Press 205 E. 42nd Street New York, NY 10017	Charles S. Mill Pres.	(212) 686-4980
ANA	Association of National Advertisers 155 E. 44th Street New York, NY 10017	Peter W. Allport Pres.	(212) 697-5950
ARF	Advertising Research Foundation 3 E. 54th Street New York, NY 10022	Edgar Roll, Pres.	(212) 751-5656
BPA	Business Publications Audit of Circulation, Inc. 360 Park Avenue South New York, NY 10010	Thomas Campbell President Joseph B. Foley Vice President	(212) 532-6880
CAC	Certified Audit of Circulations, Inc. 376 Hollywood Avenue Fairfield, NJ 07006	Clarence Klippklop, Pres.	(201) 227-7950
IOA	Institute of Outdoor Advertising 485 Lexington Avenue New York, NY 10017	Franklin Call, Jr. Pres. Alan Pearce V.P. of Marketing	(212) 986-5920
MPA	Magazine Publishers Assoc. 575 Lexington Avenue New York, NY 10022	Robert Gardner Vice President	(212) 752-0055
NAB	Newspaper Advertising Bureau 485 Lexington Avenue New York, NY 10017	Jack Kaufman, Pres. Leo Bogart, V.P.	(212) 557-1800
OHMS	Out of Home Media Service, Inc. 1180 Avenue of the Americas New York, NY 10036	William Zifchak Pres.	(212) 391-2121
RAB	Radio Advertising Bureau 485 Lexington Avenue New York, NY 10017	Miles David, Pres.	(212) 599-6666
TAB	Traffic Audit Bureau 708 Third Avenue New York, NY 10017	Hugh Brooks Mng. Dir.	(212) 682-5930
TIO	Television Information Office 745 Fifth Avenue New York, NY 10022	Roy Danish, Dir.	(212) 759-6800
TVB	Television Bureau of Advertising 1345 Avenue of the Americas New York, NY 10019	Roger D. Rice, Pres.	(212) 397-3456

STANDARD BROADCAST CALENDAR

Standard Billing Week—Monday thru Sunday

Standard Billing Month—Ending on last Sunday

1980

1981

							GUIDE								
							NO'S.								
	M	T	W	T	F	Sa	Su		M	T	W	T	F	Sa	Su
JAN.	31	1	2	3	4	5	6	1	29	30	31	1	2	3	4
	7	8	9	10	11	12	13	2	5	6	7	8	9	10	11
	14	15	16	17	18	19	20	3	12	13	14	15	16	17	18
	21	22	23	24	25	26	27	4	19	20	21	22	23	24	25
	28	29	30	31	1	2	3	5	26	27	28	29	30	31	1
	4	5	6	7	8	9	10	6	2	3	4	5	6	7	8
FEB.	11	12	13	14	15	16	17	7	9	10	11	12	13	14	15
	18	19	20	21	22	23	24	8	16	17	18	19	20	21	22
	25	26	27	28	29	1	2	9	23	24	25	26	27	28	1
	3	4	5	6	7	8	9	10	2	3	4	5	6	7	8
MAR.	10	11	12	13	14	15	16	11	9	10	11	12	13	14	15
	17	18	19	20	21	22	23	12	16	17	18	19	20	21	22
	24	25	26	27	28	29	30	13	23	24	25	26	27	28	29
	31	1	2	3	4	5	6	14	30	31	1	2	3	4	5
	7	8	9	10	11	12	13	15	6	7	8	9	10	11	12
APR.	14	15	16	17	18	19	20	16	13	14	15	16	17	18	19
	21	22	23	24	25	26	27	17	20	21	22	23	24	25	26
	28	29	30	1	2	3	4	18	27	28	29	30	1	2	3
	5	6	7	8	9	10	11	19	4	5	6	7	8	9	10
MAY	12	13	14	15	16	17	18	20	11	12	13	14	15	16	17
	19	20	21	22	23	24	25	21	18	19	20	21	22	23	24
	26	27	28	29	30	31	1	22	25	26	27	28	29	30	31
	2	3	4	5	6	7	8	23	1	2	3	4	5	6	7
JUNE	9	10	11	12	13	14	15	24	8	9	10	11	12	13	14
	16	17	18	19	20	21	22	25	15	16	17	18	19	20	21
	23	24	25	26	27	28	29	26	22	23	24	25	26	27	28
	30	1	2	3	4	5	6	27	29	30	1	2	3	4	5
	7	8	9	10	11	12	13	28	6	7	8	9	10	11	12
JULY	14	15	16	17	18	19	20	29	13	14	15	16	17	18	19
	21	22	23	24	25	26	27	30	20	21	22	23	24	25	26
	28	29	30	31	1	2	3	31	27	28	29	30	31	1	2
	4	5	6	7	8	9	10	32	3	4	5	6	7	8	9
	11	12	13	14	15	16	17	33	10	11	12	13	14	15	16
AUG.	18	19	20	21	22	23	24	34	17	18	19	20	21	22	23
	25	26	27	28	29	30	31	35	24	25	26	27	28	29	30
	1	2	3	4	5	6	7	36	31	1	2	3	4	5	6
	8	9	10	11	12	13	14	37	7	8	9	10	11	12	13
SEPT.	15	16	17	18	19	20	21	38	14	15	16	17	18	19	20
	22	23	24	25	26	27	28	39	21	22	23	24	25	26	27
	29	30	1	2	3	4	5	40	28	29	30	1	2	3	4
	6	7	8	9	10	11	12	41	5	6	7	8	9	10	11
OCT.	13	14	15	16	17	18	19	42	12	13	14	15	16	17	18
	20	21	22	23	24	25	26	43	19	20	21	22	23	24	25
	27	28	29	30	31	1	2	44	26	27	28	29	30	31	1
	3	4	5	6	7	8	9	45	2	3	4	5	6	7	8
	10	11	12	13	14	15	16	46	9	10	11	12	13	14	15
NOV.	17	18	19	20	21	22	23	47	16	17	18	19	20	21	22
	24	25	26	27	28	29	30	48	23	24	25	26	27	28	29
	1	2	3	4	5	6	7	49	30	1	2	3	4	5	6
	8	9	10	11	12	13	14	50	7	8	9	10	11	12	13
DEC.	15	16	17	18	19	20	21	51	14	15	16	17	18	19	20
	22	23	24	25	26	27	28	52	21	22	23	24	25	26	27
	29	30	31	1	2	3	4	53	28	29	30	31	1	2	3
	M	T	W	T	F	Sa	Su		M	T	W	T	F	Sa	Su

GUIDE
NO'S.

Source: SRDS

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New York

1345 Avenue of the Americas 10105
212-974-7400

Chicago

One Illinois Center
111 East Wacker Drive 60601
312-645-8800

Detroit

2000 Fisher Building 48202
313-874-8500

Los Angeles

707 Wilshire Blvd. 90017
213-621-1400

San Francisco

27 Maiden Lane 94108
415-391-0650

ABH International, B.V.

New York, London,
Amsterdam, Antwerp, Auckland, Hong Kong,
Milan, Paris, Stockholm, Sydney, Toronto

MEDIA MANAGEMENT

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Daniel J. Benyus	—Director of Media Research
Thomas Spasari	—VP & Media Director, Chicago
Shirley J. Miller	—VP & Media Director, Los Angeles
Jerry Gibbons	—Manager, San Francisco
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